35c PER COPY

BROADCASTING TELECASTING

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FINE ARTS DEPT.
TECHNOLOGY DEPT.

want to see a "shocker" that'll help you double every dollar you spend in radio?

Here, then, without any grammatical garlands, is the first page from an ice-cold statistical study just released by WOR's research department . . .

PUBLIC LIBRARY
FEB 11 1952
DETROIT

a wor case history

COMPANY "H"

. . . . used "Rambling with Gambling" (6-7 AM) on Tuesdays and Thursdays only for a six-week test campaign.

In order to compare the audience response on this show with other radio and TV programs it had used, the company offered listeners a free booklet of lipstick tissues. This offer had been made in all of its previous broadcast advertising.

Here are the results . . . .

1. *Within two weeks* John Gambling pulled more requests than had ever been received over a 13-week period on any other radio or TV program.
2. *Over the six-week period*, the audience response to the John Gambling offer was 10 times greater than anything the company had previously experienced over a 13-week cycle.

Said the company's vice-president,
"The results of our test campaign were amazing."

Day in and day out WOR does fantastic, money-saving jobs like this for hundreds of advertisers. Like to have us do the same for you? Just call or write

WOR

— that power-full station at 1440 Broadway, in New York

21 ST
year

James Monroe's Doctrine

Statue at Monroe's home

Although the "Monroe Doctrine" has been written indelibly into history, James Monroe had a personal doctrine that was just as vital to a fledgling nation. This fifth president of the United States believed in honesty, initiative, progress, foresight. That these qualities are characteristic of the growth of Virginia isn't odd— for Monroe was a Virginian, born in Westmoreland County.

Present-day Virginia follows the Monroe pattern. Havens and Martin Stations WTVR(TV), WCOD(FM), and WMBG (The First Stations of Virginia) get daily evidence that listeners and viewers —and advertisers, too—find them in tune with Virginia's tradition of progress.

WMBG AM **WCOD** FM

WTVR
RICHMOND, VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

new
Mother Hubbards
empty
their cupboards
with
WHK

You time buyers hear plenty of "fairy tales"... but this is a true story! Once upon a time (just recently, in fact)... an advertiser bought a one-minute announcement and received 1400 replies!

Yes... Hoffman's Candy Kitchen, wanting proof of listeners, offered to send a box of candy to anyone celebrating an anniversary.

ONE spot announcement started a deluge of mail that totaled 1400 replies! (The spot cost $17.75)

MORAL: *WHK is your "sweetest" buy in the Northeastern Ohio Market! WHK's 5,000-watt salesmanship covers 17 counties and ONE MILLION radio families!*

WHK

CLEVELAND

Represented by
Headley-Reed Company

lished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

OBJECTIVE: *BETTER LIVING FOR THE FARMER*

The Pennsylvania State Farm Show provides farmers throughout Pennsylvania an opportunity to learn about newest developments in agricultural methods. It gives them a close-up view of latest advances in the production of crops and livestock; time-saving home and farm equipment, and comparison of the results of their efforts through competition.

The January 1952 Show had a record attendance of 135,000 — 30,000 more than ever before! A significant reason for the increase was the dual role played for the first time by WGAL-TV. For several weeks, on TELEVISION FARMER, weekly program, and on news shows throughout the day, WGAL-TV presented advance Show news to many thousands of farm viewers in the wide central Pennsylvania area served by WGAL-TV. During the Show, on-the-spot interviews were presented on TELEVISION FARMER and various news telecasts.

Through its many continuing public service programs, WGAL-TV seeks to bring better living to the farmer . . . and to the thousands of viewers in the broad mid-central Pennsylvania area it covers. Viewer interest and loyalty thus developed become powerful adjuncts to community organizations and advertisers.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President

WGAL AM TV FM

Represented by

ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

DuMONT MAY yet evolve sponsorship arrangement for political convention-elections coverage to replace *Life* deal which went down drain by mutual consent (see story page 64). Currently negotiating with network is *Newsweek*, principal competitor of *Time*, *Life's* sister publication. One of difficulties on *Life* deal was inability to clear Chicago (WGN-TV) in view of *Life's* endorsement of Eisenhower and partisan political connotations stemming from it.

MYSTERY continues to surround movements of Anti-Trust Division of Dept. of Justice in electronic manufacturing field. Last week a "grand jury authority" was issued, for a grand jury scheduled to meet Feb. 19. Authorization, however, contained no explanation. Previously [CLOSED CIRCUIT Feb. 4] it had been established that Anti-Trust operatives had procured subpoenas covering certain records of manufacturing companies. That inquiry covers color TV and that RCA is involved has not been denied.

UPCOMING FINAL TV allocations by FCC may resurrect allocation term "zone" which went into limbo in early 30's. Commission, in considering principles of TV allocations, is talking in terms of two or possibly three "zones" which would recognize variations in propagation occasioned by interference. One zone definitely will be in Gulf area, stretching from Florida through Texas, where troposphere interference is heaviest and will probably mean minimum separations of 220 miles transmitter-to-transmitter. Densely populated New England area expected to have 170 mile separation and FCC's present intention is no variation from minimum.

DEAL CLOSED Friday, subject to FCC approval, for acquisition by Edward Lamb of WIKK Erie, Pa., from publisher-broadcaster Don Reynolds and Keith Kiggins for $150,000. Mr. Lamb owns WICU (TV) Erie, and *Erie Dispatch*. Other holdings include WTVN (TV) Columbus, WTOD-AM and WTRT (FM) Toledo, Ohio, and WHOO-AM-FM Orlando, Fla., latter recently acquired. Mr. Reynolds is publisher of several southwestern papers and owner of stations in Arkansas and Oklahoma. Mr. Kiggins in California, sold because of his health. WIKK, 5 kw established in 1948, operates on 1330 kc and is on ABC. Transaction through Blackburn-Hamilton.

TO APPRAISE network-affiliate contractual relations stemming from rate adjustments of last year, meeting will be held late this month or early next of full Affiliates Committee at call of Chairman Paul W. (Fritz) Morency, WTIC Hartford. Site will be either New York or Chicago.

SHORTLY to be announced: acquisition of WWCO Waterbury, Conn., by three-way partnership for $75,000. Purchasers, William G. Wells, Washington business man and owner WMOA Marietta, Ohio; R. Sanford Guyer, manager WMOA, and Marinus Kosta, Wash-

(Continued on page 6)

NATIONAL WINNERS NAMED IN 'VOICE' COMPETITION

FOUR national winners in annual Voice of Democracy broadcast script contest announced Friday by NARTB. Scholarships and other prizes will be given winners at awards dinner to be held Feb. 22 at Hotel Statler, Washington. Sen. Margaret Chase Smith (R-Me.), one of contest judges, will make presentations.

Four winners are Miss Mara Gay Massilink, 15, Burlington High School, Burlington, Iowa; George A. Frilot 3d, Jesuit High School, New Orleans; Thaddeus S. Zolkiewicz, Canisius High School, Buffalo; Dwight Clark Jr., Fort Collins, Col.

Mr. Clark, 18, is announcer at KCOL Fort Collins. He has been on station several years, taking up announcing in effort to cure speech defect. He handled all types of programs and has teen-ager series, *A Date With Dwight*.

Over million high school students entered annual contest, sponsored by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Four winners to arrive in Washington Feb. 14 prior to weekend at Williamsburg, Va. They will be joined at Williamsburg by state winners from states which were original 13 colonies. Following week they will meet President Truman and other high Washington officials.

'GAME OF DAY' START

MUTUAL's *Game of Day* major league baseball broadcasts, to be sponsored by Falstaff Brewing Corp., St. Louis, will start March 8 with series of exhibition games and continue on seven-day-week basis through April 15-Sept. 28 regular season, network announced Friday. Minor league games to be covered on some days when no major league contests are scheduled. Five-minute warmups and summaries to be presented before and after each contest, reportedly under sponsorships of Gillette and Camels, respectively (see story page 23). Teams to whose games MBS has acquired rights were not listed, but network said details and full schedule of games "will be announced shortly."

BUSINESS BRIEFLY

82 MARKETS FOR COFFEE ● Pan American Coffee, N. Y., planning spot daytime-only schedule using 119 stations in 82 markets starting April 7. Cunningham & Walsh, N. Y., is agency.

HILLS BROS. EXPANDING ● Hills Brothers Coffee, San Francisco, currently using 75 radio markets, plus Don Lee and Inter-Mountain networks, for spot campaigns, gradually expanding 52-week schedules each month. Five new markets assumed in January and two more will be added in February. Expansions of campaign, through N. W. Ayer & Son, N. Y., being made according to distribution increases and resultant need for extra coverage.

ATLANTIC BUYS NEWS ● Atlantic Refining Co., Philadelphia, buying five-minute news shows, morning and evening, in five radio markets starting Feb. 11 and in three other markets, effective March 3. N. W. Ayer & Son, N. Y., is agency.

RADIO CONSIDERED ● Seabrook Farms, Bridgeton, N. J., through Hilton & Riggio, N. Y., considering using radio—either network or spots—with actual decision expected middle of February.

HUDSON MAPS DRIVE ● Sales drive being mapped in Midwest by Hudson Pulp & Paper Corp., spreading out of St. Louis and including spot radio. Biow Co. is agency.

SNUFF SPOTS ● Brown & Williamson Tobacco Co., Louisville (Tube Rose snuff), through Ted Bates Inc., N. Y., understood to be looking for daytime radio spot availabilities in 42 southern markets.

LISTERINE CAMPAIGN ● Lambert Co., Jersey City (Listerine antiseptic), looking for

(Continued on page 96)

Color Strife Renewed at NPA Parley

CHARGE by RCA Board Chairman David Sarnoff that CBS maneuvered NPA color TV production ban to get "off the hook" drew heated denial from CBS President Frank Stanton as aftermath of agency-industry conference Friday.

Gen. Sarnoff told conference, called by NPA to discuss color prohibition order (M-90), he is "convinced that CBS already has learned that the fatal defect of incompatibility, coupled with other limitations of its system, make CBS color commercially impractical and not acceptable to the American public."

Dr. Stanton said such a charge is "to ignore the truth" and charged that "the inaction of the rest of the industry has put the full burden on manufacturing color television receivers on CBS." He said CBS sought materials but request was denied "because of the defense requirements and hence we could not go forward with our plans."

Letter from Sen. Ed C. Johnson (D-Col.) was released by Dr. Stanton praising CBS president for "the courageous and unrelenting fight you have made on behalf of color television." Sen. Johnson was quoted as telling Dr. Stanton that "every conceivable roadblock was thrown across your path, but you proved beyond dispute that a better television image is now ready for public enjoyment." Letter was dated Oct. 30.

Gen. Sarnoff took no position on possible lifting or rescinding of ban but said RCA would "offer no objection" if NPA rescinds order and CBS and other manufacturers are permitted to proceed with color TV output.

H. B. McCoy, NPA assistant administrator, called meeting in attempt to resolve misunderstanding surrounding color order. Officials emphasized that even if ban is lifted, no additional materials would be allotted to

(Continued on page 96)

for more AT DEADLINE turn page

at deadline

DuMONT PETITIONS SEVERANCE FROM CASE

PETITION to sever its application from the Paramount case was submitted to FCC Friday by Allen B. DuMont Labs. Broadcaster-manufacturer asked that Commission find it is not controlled by Paramount Pictures and that license be renewed for WABD New York and issued for WTTG Washington and WTVD Pittsburgh.

Forty-page document asserted Paramount Pictures could not be considered controlling DuMont (as FCC has held in 1946 decision and 1948 proposed decision) because: (1) Management solidly in hands of Dr. DuMont. (2) Power of Paramount to veto corporate action on matters requiring consent of stockholders (amendment of charter, reduction of capital, dissolution, merger, consolidation, etc.), have no relation to managerial policies. (3) Paramount's right to elect three out of eight directors has no effect on policy of company since quorum of board is four directors and there has never been majority of Paramount directors present at any board meeting.

NBC NEWSCASTERS ASSIGNED FOR ELECTION COVERAGE

DEPLOYMENT of newscasters for complete campaign-election coverage by NBC Radio resulted in Friday announcement of several New York staff changes: William Sprague, formerly with KPRC Houston, to replace Lockwood Doty on weekday *World News Roundup* while latter continues Sunday broadcasts, *Mike 95* and local New York show. Merrill Mueller, former head of NBC London bureau, to replace George Hicks on network news at 1:30 p.m. Monday-Friday to allow latter to organize NBC's convention coverage. John Gerber, news production staff, becomes assistant editor, post held by Burroughs H. Prince, now on *Today* staff. Paul Cunningham, also to *Today*, replaced in newsroom by William Hill, news writer, with two more writers to be added shortly. NBC Washington staff was reorganzed in early January when Arthur F. Barriault was named Washington director; Herbert E. Kaplow, night news editor; and Rex R. Goad of defunct Transradio Press, added to staff.

FAIRBANKS EXPANSION

NEW and expanded sales and service offices are scheduled for opening in New York this week by Jerry Fairbanks Inc. to concentrate on distribution of producer's TV film properties, company announced Friday. Ralph Cattell, Fairbanks vice president and general sales manager, signing new staff and is slated to name new eastern sales manager sometime this week. Robert Lawrence, vice president and eastern manager for past four years, will continue to manage eastern Fairbanks production through new company, Robert Lawrence Productions Inc.

WOW STRIKE SETTLED

STRIKE of engineers at WOW-AM-TV Omaha settled, according to station management, following walkout started Jan. 15 [B•T, Jan. 28]. Station said it lost only 28 minutes sustaining time on TV, no radio time. Full staff of NABET technicians back on duty. Strike officially sanctioned by NABET.

In this Issue—

In two months the big league umpires will holler, "Batter up," and radio and television baseball coverage will be off to another season that promises to equal and perhaps exceed the volume in 1951. *Page 23.*

An RTMA task force comes up with cheerful news: There'll be enough materials available to build new TV stations as they are approved by the FCC. *Page 63.*

Opponents of the Johnson-Case bill to ban liquor advertising from the air get their inning before a Senate hearing. Their arguments make sense, but whether they can overcome the organized "dry" pressure in an election year is hard to say. *Page 23.*

Paramount Pictures Corp. has its eye cocked at big interests in television—station ownership, theatre TV and subscription TV—and will rent feature films to television when there are enough stations to ante up the kind of money that producers are used to getting from theatrical showings. *Page 63.*

In the six cities with heaviest TV concentrations, radio stations did big business in 1951. A special Broadcast Advertising Bureau study. *Page 25.*

"The Pear-Shaped Tone," a tongue-in-cheek examination of the language spoken by radio announcers, tells how one retired after delivering the perfect system cue. *Page 26.*

The political conventions are still five months away, but radio-television coverage planning has reached a feverish stage. *Page 27.*

There's a feud on between a radio station and three newspapers in the Lower Rio Grande Valley, and radio seems to be winning. *Page 31.*

It's a big "if" whether the FCC will meet its "sometime in February" deadline for thawing the TV freeze. *Page 65.*

Dept. of Defense announces advertising appropriations for radio and TV. *Page 25.*

Broadcasters' cooperation in the March of Dimes is described by one National Foundation for Infantile Paralysis spokesman as "simply wonderful." Roundup of what stations, networks and advertisers contributed to the 1952 campaign is on *Page 78.*

Duane Jones sues ex-employes for $4.5 million, and defendants, in answer, tell a grim story. *Page 43.*

Upcoming

Feb. 10-12: District 1, Advertising Federation of America, Hotel Kimball, Springfield, Mass.

Feb. 11-15: NARTB Radio and TV Boards, Lost Valley Ranch, San Antonio, Tex.

Feb. 12: NARTB regional TV tax clinic, Plaza Hotel, San Antonio, Tex.

Feb. 16: San Francisco Chapter, Academy of Television Arts & Sciences, annual award dinner, Mark Hopkins Hotel, San Francisco.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

ington CPA. Sellers, Municipal Judge Mite G. Meyers, his brother Newton H. Mey attorney, and Reuben F. Aronheim, Spri field, Mass. businessman. Station, on 1240 with 250 w, is MBS-Yankee affiliated and been on air since 1946. Transaction thro Blackburn-Hamilton.

LOGICAL successor to Max Goldman as sistant general counsel of FCC in charge litigation and administration is present ass ant chief, Richard A. Solomon. (See st page 28.)

IN SEARCH for good regional and local sp availabilities for post-convention radio tie Democratic National Committee is thinki along lines of Mutual and Liberty Networ Both MBS and LBS will be sounded out non-TV markets, it's understood. (Also s story page 27.)

ACCORDING to inside reports, it was ha mer and tongs all last week in executive se sions of House Interstate & Foreign Commer Committee on McFarland Bill (S 658) to fun tionally realign FCC. Understood Chairma Crosser (D-Ohio) plumped for retention status quo, opposing McFarland Bill which ha passed Senate three times. On one occasion, it learned, such Republican stalwarts as Rep Joseph R. O'Hara, of Minnesota, and Leona Hall of New York, stalked out of session.

INFORMAL session in Mexico City last wee to discuss allocations matter evolved into juni NARBA conference with television undertone In addition to U.S. delegation headed by FC Comr. Rosel H. Hyde, Canadian grou under direction of Cecil Brown also converge in Mexico City for deliberations with Mexica Communications Minister Miguel Pereyra an his staff. (See CLOSED CIRCUIT, Feb. 4.)

LATEST COUNT from CBS on its new for of affiliation contract, substituting percentage for actual dollars in affiliate station compensa tion to give it flexibility to meet any rate co tingency: Better than 40% of affiliates, in cluding number in major markets, alread signed, sealed and delivered.

BOARD of Directors of Broadcast Advertisi Bureau, scheduled to meet late this mont will be asked by Edgar Kobak, chairman, t select his replacement, effective in March. M Kobak, first chairman, has advised board he pre-occupied with private business activiti which will preclude acceptance of another ter

JOHNSON TO SPEAK

SEN. Edwin C. Johnson (D-Col.), chairma Interstate & Foreign Commerce Committee, scheduled to speak at Second Annual Regiona Television Seminar dinner, at studios WAAM (TV) Baltimore Feb. 15 (Friday Seminar will continue Saturday, with speci session on "Television in Elections." Registra tion for seminar is expected from 15 college and universities.

MEN'S FEATURE

NEW WEEKLY MBS presentation to available for local and regional sponsorsh is radio adaptation of *Stag Lines*, syndicat column on men's fashions written by Be Bacharach. Becomes regular Mutual co- feature from 7:15-7:30 p.m. EST, Feb. 20.

for more AT DEADLINE see page 96

Coming into New Haven?

NETWORK PROGRAMMING with LOCAL INFLUENCE!

WNHC
IS NOW
NBC
IN THIS IMPORTANT NEW ENGLAND MARKET

$4.50 (260 TIME RATE)

WILL BUY NIGHTTIME OR DAYTIME ADJACENCIES TO THE IMPORTANT NBC PROGRAMS NOW SCHEDULED OVER THIS AGGRESSIVE RADIO OUTLET

Owned and Operated by

The **ELM CITY BROADCASTING CORP.**

NEW HAVEN, CONN.

Also Operating

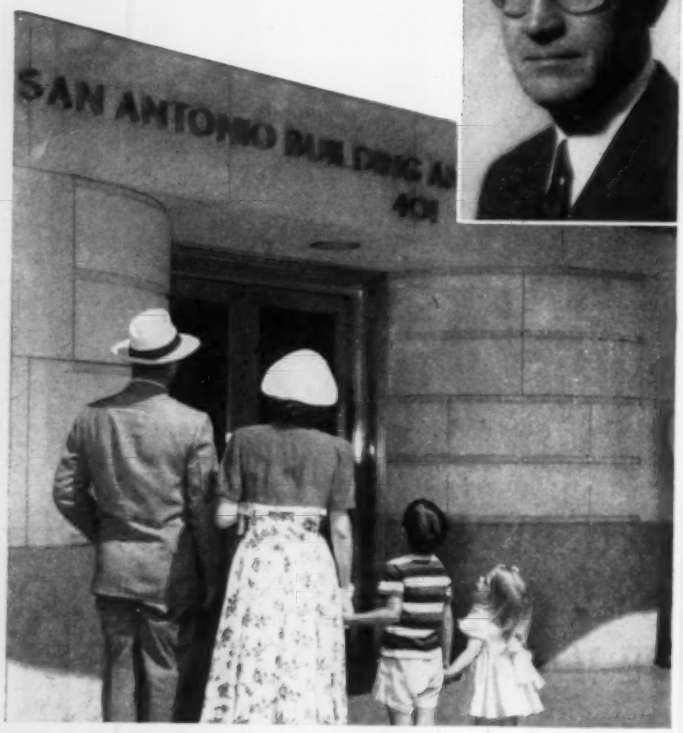
WNHC-TV

CHANNEL 6

Connecticut's Only TV Station

REPRESENTED BY **THE KATZ AGENCY**

MR. W. W. MCALLISTER,
President of San Antonio Building and Loan Association



"...mentioned by new customers more than any other advertising."

That's what the Wyatt Agency of San Antonio, Texas, says about the Fulton Lewis, Jr. program on KMAC, sponsored by their client, the San Antonio Building & Loan Association.

Mr. W. W. McAllister, President, states that a well-coordinated advertising program has built the Association into one of the first hundred of the nation's savings and loan institutions. Mr. McAllister earmarks a large portion of his ad budget for sponsorship of the news analyses by Fulton Lewis, Jr. because "of comments which are constantly received commending this public service for San Antonio." Mr. McAllister feels that the interest which the Fulton Lewis, Jr. program arouses has played a substantial part in making 1951 the greatest in the history of the Association.

For network prestige and a ready-made audience, investigate the locally-sponsored Fulton Lewis, Jr. program. Though currently presented on more than 370 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat	12
Aircasters	56
Allied Arts	58
Editorial	52
FCC Actions	88
FCC Roundup	93
Feature of Week	18
Film Report	76
Front Office	55
New Business	16
On All Accounts	12
Open Mike	46
Our Respects to	52
Programs, Promotions, Premiums	87
Strictly Business	18
Upcoming	26

TELECASTING Starts on page 61

WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22. *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine. Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775.* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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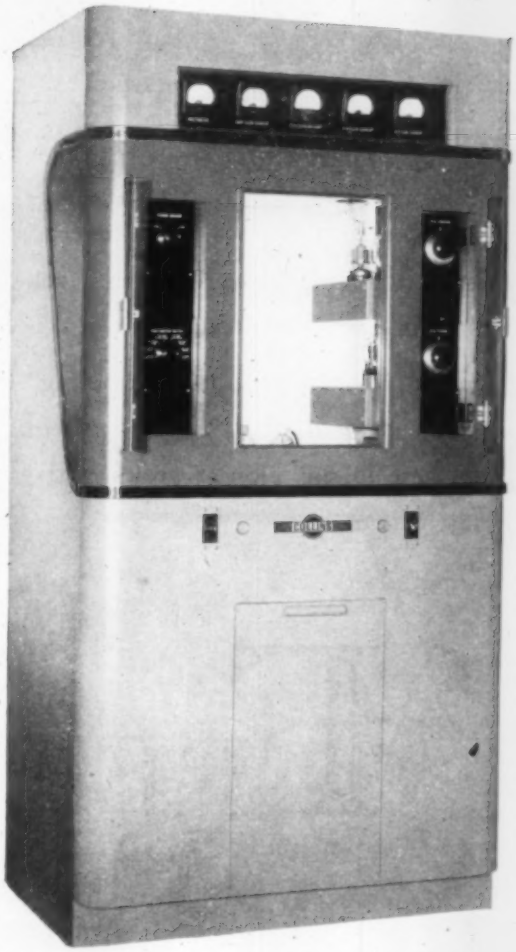
Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Proved Performance



IN 1000 WATT STATIONS FROM COAST TO COAST!

the Collins 20V Transmitter

The Collins 20V has taken its place in the broadcast industry as the most advanced thousand-watt transmitter in the field. A product of intensive research and new engineering techniques, the 20V is now setting the pace in design, performance, economy and reliability.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. The tuning and operating controls are conveniently located on the front. Blower-cooled tubes, components and terminals are quickly accessible from the rear.

Be ready for that "long run" that may be just ahead. Equip your station with the reliable, performance-proved Collins 20V one-kw transmitter, still available for immediate delivery. Get in touch with your nearest Collins office for complete information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11. W. 42nd St.
NEW YORK 18

1937 Irving Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Here's

"National" Spot Radio

As an agency or advertising man, you probably think of national spot radio as a form of advertising which permits you to pin-point your radio efforts—to put added pressure on some markets . . . to ease up on others, as circumstances demand.

As station representatives we go along with that basic definition. But here at Free & Peters we add other ingredients, too:

- A geographically *national* list of stations.
- An efficient *national* system of offices.
- A constant *national* exchange of information, ideas and case histories . . of market comparisons, programming techniques and merchandising opportunities.
- A policy of *nationwide* travel . . . of F & P Colonels spending hundreds of days "out in the field" where spot radio becomes point-of-sale reality.
- A research program that's *national* in scope, to help us keep abreast of all media, of advertising trends, of significant new advertising developments in every part of the country.

This policy of "thinking big and working big" pays off for *you,* for the *stations* we represent and for *us,* here in this pioneer group of station representatives.

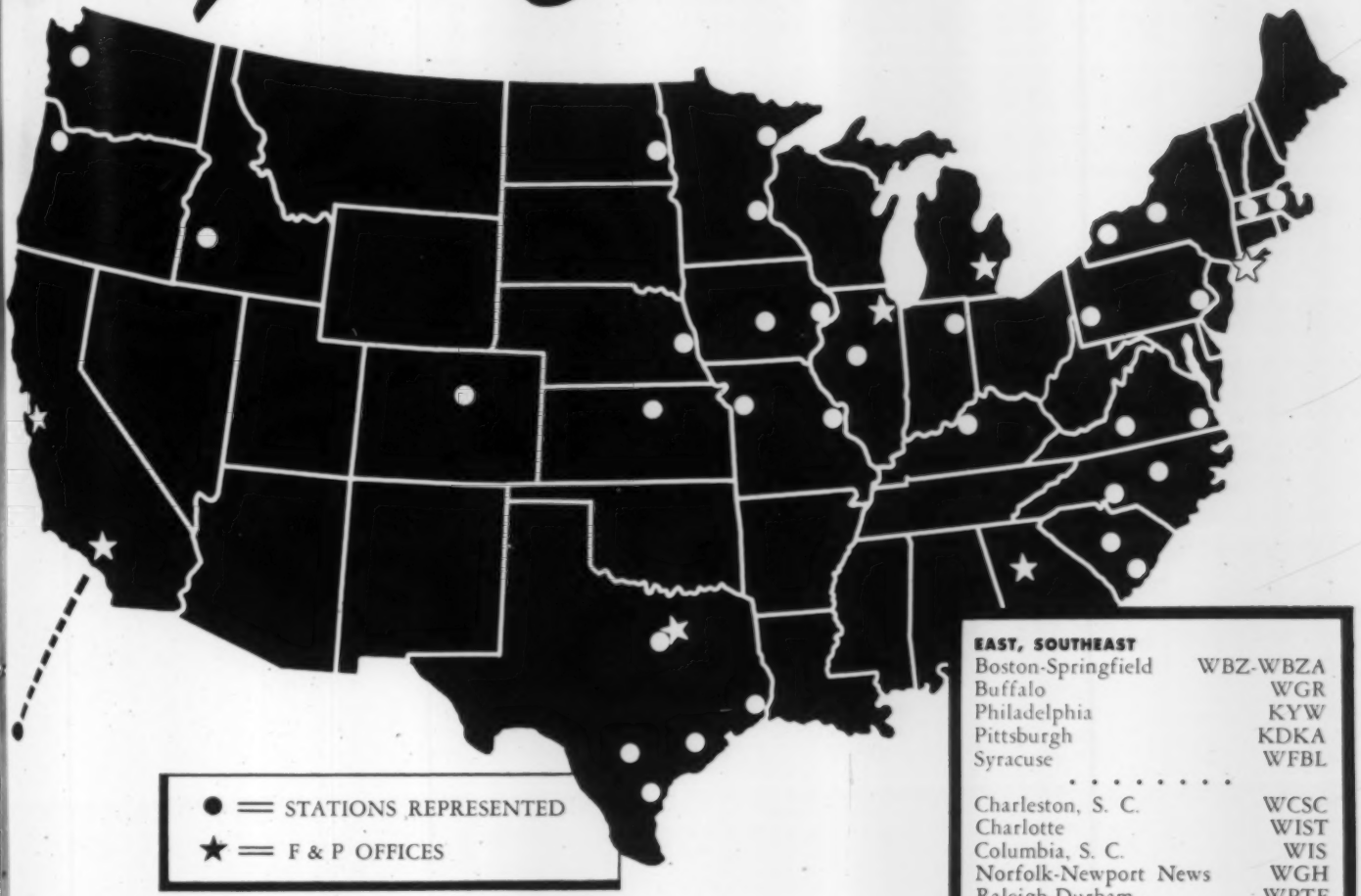
FREE &

Pioneer Radio a

NEW YORK

ATLANTA FT. WORTH

's Why We Call It



EAST, SOUTHEAST	
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
. . . . .	
Charleston, S. C.	WCSC
Charlotte	WIST
Columbia, S. C.	WIS
Norfolk-Newport News	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ
MIDWEST, SOUTHWEST	
Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
. . . . .	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA
MOUNTAIN AND WEST	
Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

& PETERS, INC.

Television Station Representatives

Since 1932

CHICAGO DETROIT

HOLLYWOOD SAN FRANCISCO

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

WILLIAM H. WEINTRAUB & Co., N. Y., has elected three new vice presidents. New officers are **FREDERICK C. BRUNS**, vice president and account supervisor; **DR. LEON ARONS**, vice president in charge of research; and **JOHN BARTON MORRIS**, vice president in charge of marketing.

JOHN WEISER named manager of Detroit office of Ruthrauff & Ryan. **TED REED** moves to Los Angeles as head of agency's Pacific Coast operations. Both are agency vice presidents.

CHARLES A. POOLER, vice president in charge of research, Benton & Bowles, N. Y., promoted to vice president in charge of marketing. **ALFRED A. WHITTAKER**, agency's director of research, appointed his successor.

JOE GRATZ, CBS Television New York, to Warwick & Legler, same city, as radio-TV producer-director.

WILLIAM G. PYLE, account executive, Hal Short & Co., Portland, named resident manager, Edward S. Kellogg Co., that city. He succeeds **EARL HUNT** now on leave of absence due to ill health.

on all accounts

"CHET is a man who can't hold a job; he always gets promoted."

Thus did one of his colleagues characterize the career of Chester MacCracken, vice president of radio and television production, Doherty, Clifford & Shenfield, New York.

In the advertising field, Mr. MacCracken has gone on "getting promoted" for 25 years, since the day in 1927 when he moved up from the telephone and direct mail division of the Skelly Oil Co. to the post of assistant advertising manager of that firm.

Three years later —as full manager— he left Kansas and the oil company to join the Scott Paper Co. in Chester, Pa., as assistant to the chief of advertising there.

Two years of absorbing experience in Chester and Mr. MacCracken was ready for the "Big Town" and the "Big League." He became a member of the copywriting corps of J. Walter Thompson Co. in New York. A year later he moved to Benton & Bowles in the radio copy department, from which job he was elevated, in 1937, to the post of business manager of the entire radio division. In that capacity he helped set up the new Benton & Bowles' Hollywood office and supervised the *Gangbusters* and *Nick Carter* shows. He also oversaw the writing of the nine daytime radio serials then produced by the agency. In 1941 he received and accepted an invitation from Pedlar & Ryan, New York, to supervise the *Mr. District Attorney* show. He accepted.

Mr. MacCRACKEN

In 1944, when Doherty, Clifford & Shenfield agency was formed, Mr. MacCracken enlisted as a charter member in charge of radio production and on Jan. 1, 1949, was named vice president.

Among the shows the agency handles are *Break the Bank* on ABC radio, five half-hours weekly, and *Break the Bank* on CBS-TV, both sponsored by Bristol-Myers; *Treasury Men in Action* for Borden's Instant Coffee on NBC-TV, one segment of NBC-TV *Howdy Doody* for Welch Grape Juice; plus radio and TV spots for Ipana, Borden and Vitalis. Latter product also sponsors a quarter-hour TV *Sports Review* on a regional basis.

The MacCrackens—she is the former Icy Purcell—have been married for 24 years. They have their own home in Bronxville.

Mr. MacCracken's hobbies are reading mystery and adventure stories and growing prize roses in his garden.

beat

SHEPARD CHARTOC, vice president and Chicago manager of Marfree Adv. Corp., announces formation of his own agency, Shepard Chartoc Adv. Inc., Chicago, specializing in broadcast media accounts. **WIL GIRSON** named agency's art director. **FRANCES RICKEY** is media director. Accounts will be handled by Mr. Chartoc and **JAMES SWEENEY,** Chicago public relations man.

W. C. WOODY, account executive, Grant Adv., Dallas, appointed vice-president in charge of television.

JAMES A. ROUSE Co. and **GEORGE SILLER & ASSOC.,** L. A., combined to form partnership under name of Siller-Rouse & Assoc., with offices at 6399 Wilshire Blvd.

ROBERT WOLFE, art director, Stamps-Conhaim-Whitehead Inc., L. A., to Ted H. Ball Co., Hollywood, in same capacity.

ROBERT H. LAHUE, Julian C. Pollock Agency, Phila., to W. S. Roberts Inc., same city, as director of production and media.

WALTHER-BOLAND ASSOC., S. F., moves to 301 Broadway, same city.

PERRY R. THOMAS, account executive, Beaumont & Hohman, Chicago, elected vice president.

ANDREW D. CARPENTER, account executive and member of board of directors, Dan. B. Miner Co., L. A., elected vice president.

Mr. Carpenter

ROBERT S. COLODZIN, TV production supervisor, Cecil & Presbrey, N. Y., and author of *Your Career in Television,* to television department of Fletcher D. Richards Inc., N. Y.

SPENCER GILL, freelance writer, joins Pacific National Adv. Agency, Portland, as copy writer.

JOHN P. SHELLEY, senior account executive and secretary-treasurer, The Mayers Co., L. A., named vice president, William W. Harvey Inc., same city.

ROY M. BIRD, account executive, Schultz & Assoc., Portland, Ore., forms his own agency, Bird Adv., with offices in Fitzpatrick Bldg., that city.

BEAUMONT & HOHMAN has discontinued Portland office, concentrating Oregon and Washington activities in Seattle office. **LOUIS MARCHI,** Portland manager, is now headquartered in Seattle.

RAYMOND W. KROHL, assistant production manager of MacManus, John & Adams, Detroit, to Denman & Baker, same city, as production manager.

DEGNER & ASSOC. Adv., L. A., moved to 2925 W. Eighth St., telephone Dunkirk 7-2273. New facilities allow for expansion of TV department.

HUNTER SCOTT Adv., Fresno and San Francisco, establishes offices in Bakersfield with **JAMES MOLICA** as manager. **CLIFF DAVIS** joined agency's Fresno staff as production manager.

EARL BRONSON, radio-TV director of Schwimmer & Scott, Chicago, to Henri, Hurst & McDonald, same city, as writer-producer replacing **JACK MILLER,** promoted to agency's account handling and sales promotion department.

RICHARD KREUZER, Holst & Cummings & Myers Ltd., S. F., to Albert Frank-Guenther Law, same city.

HARRY J. ROGERS Jr., advertising manager, Langendorf United Bakeries, S. F., to Richard N. Meltzer Adv., same city, as account executive.

SALLY NISSEN, sales promotion assistant with WCCO Minneapolis, to Russell, Harris & Wood, S. F., as assistant media buyer. **ROMA LIPSKY,** KJBS San Francisco, to agency's copy department.

LELAND Q. SVANE, head of his own agency, S. F., merges with Gerth-Pacific Adv., S. F. and L. A. **EDWIN P. GERTH** will head combined organization.

Weather Report on Radio . . .

Condensed and Reprinted by Permission of

Tide

Editor Reginald Clough's
"footnotes"
January 11, 1952

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio — at least good radio — has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them — newspapers, magazines, television and the others — serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

It is sheer naivete, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fad against radio, as there once was against research. The sooner the fad ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

WBEN

NBC BASIC BUFFALO

Represented by Petry

HOW TO GET THERE...

"fustest with

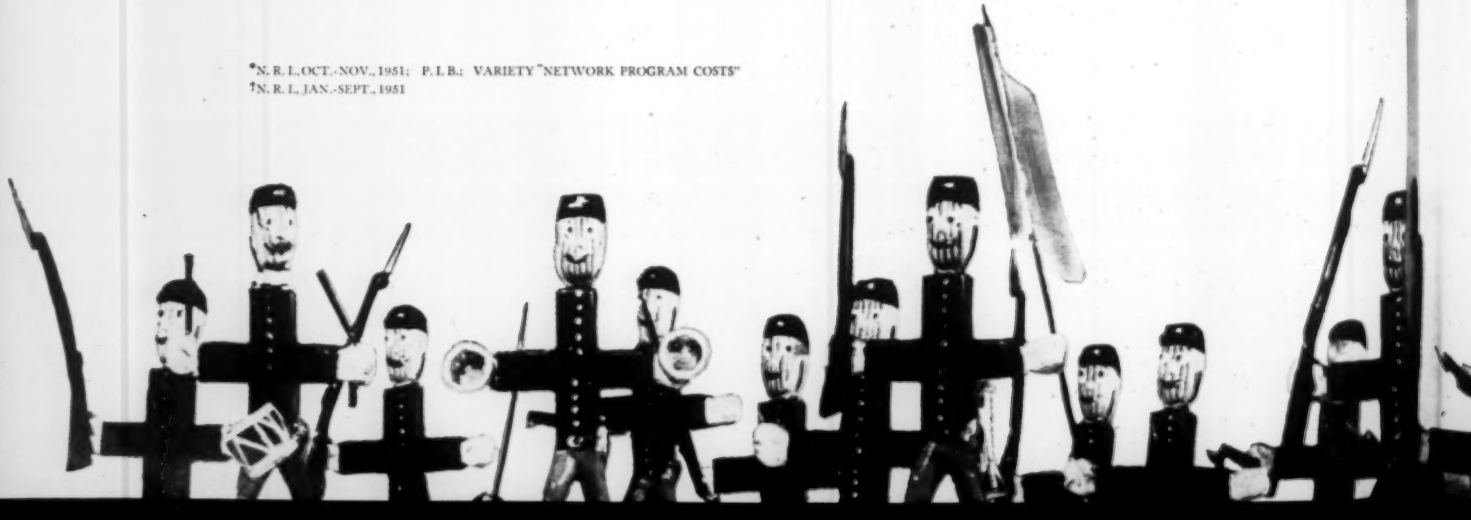
MUTUAL clients have a consistent record for getting there *"fustest"*—in a sense never dreamed of by the late Nathan Bedford Forrest. And they consistently get there with the *"mostest"*—in a way the old general would heartily approve.

First in homes per time-and-talent dollar among all *kid-show* sponsors in network radio is Derby Foods, Inc., with "Sky King" on 525 MBS stations for Peter Pan peanut butter.* (And Mutual presents the most kid shows of any network.)

First in homes per dollar among all *mystery* sponsors in network radio is the Williamson Candy Co., with "True Detective Mysteries" on 515 MBS stations for Oh Henry bars.* (And Mutual has the most mystery shows of any network.)

In fact, first-in-homes-per-dollar applies to the average of *all* once-a-week programs on MBS compared with the average on each of the other networks.†

*N. R. I. OCT.-NOV., 1951; P. I. B.; VARIETY "NETWORK PROGRAM COSTS"
†N. R. I. JAN.-SEPT., 1951



...the mostest"

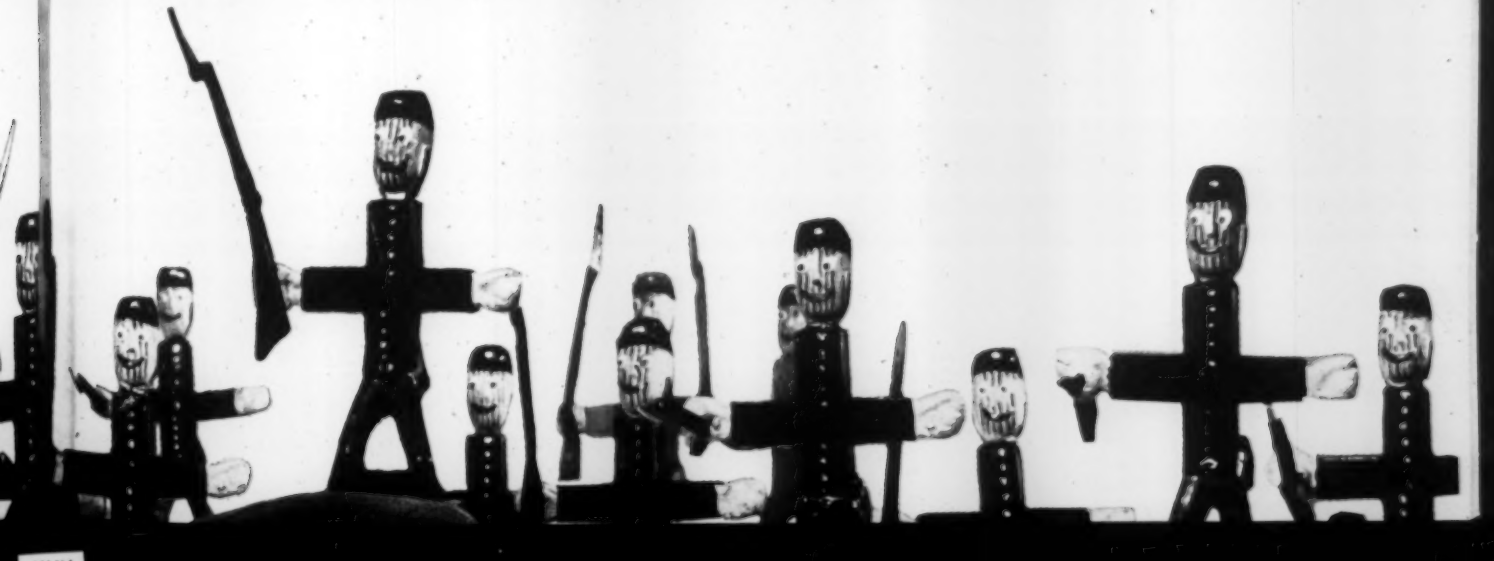
...WITH MISTER PLUS

Over-riding all these *"fustest"* facts—and helping to explain them—is a strategic *"mostest"* which no other network has matched for the past 12 years:

The Mutual Broadcasting System provides a field force of 550 affiliated stations in markets of all sizes throughout the 48 states... nearly double the next network's total... and with a selective deployability *in hookups that can assure a matchless fit to your marketing needs.*

Wherever *your* battle-lines are mapped out in the sales-struggle for 1952, Mutual's General PLUS can get you there "fustest with the mostest" for sure.

MBS *the MUTUAL broadcasting system of 550 affiliated stations*



KLZ—30 YEARS OF SERVICE

R. BRANDON MARSHALL
Managing Director
Denver Chapter
National Safety Council

"Every Denver motorist owes KLZ his gratitude..."

R. Brandon Marshall, managing director, Denver chapter, National Safety Council, says "every Denver motorist owes KLZ his gratitude."

KLZ—three-time recipient of the National Safety Council's public interest award—tailors its highway safety programs to the special needs of Rocky Mountain driving. Supporting the cause of safety is but one more example of KLZ's continued sense of responsibility to the people of its community.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business

Spot • • •

BYMART-TINTAIR Inc., N. Y., launching saturation campaign on approximately three Miami radio stations to introduce new Clo Shamp effective today. Campaign will be extended to other markets on b TV and radio eventually on a national scale with rate of expans determined by success of initial campaign. Agency: Cecil & Presbr N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago, expands TV spot sched for new Freezer Tapes into 6 more markets from its present 29 remainder of the month as well as in March. Agency: George Hartman, Chicago.

KELLOGG Co. of Canada, London, Ont. (Rice Krispies), has start half-hour *Wild Bill Hickok* transcribed show twice weekly on 16 Can dian stations. Agency: Kenyon & Eckhardt, Toronto.

Network • • •

C. A. SWANSON & SONS, Omaha (canned and frozen poultry a margarine), renews alternate week sponsorship of *The Name's the Sa* on ABC-TV, Wed. 7:30-8 p.m. EST, for 52 weeks effective March Agency: Tatham-Laird Inc., Chicago.

CHRISTIAN SCIENCE Publishing Society, Boston, renews sponsorsh of *The Christian Science Monitor Views the News* on ABC radio, Tue 9:45-10 p.m. EST, for 52 weeks, effective Feb. 26. Agency: Walton Bu terfield Adv., N. Y.

RALSTON PURINA Co., St. Louis, renews alternate-week sponsorsh of *Space Patrol* on ABC-TV, Sun. 6-6:30 p.m. EST, for 13 weeks, effe tive March 9. Agency: Gardner Adv., St. Louis.

CHURCH OF CHRIST, Abilene, Tex., to sponsor half hour *Herald Truth* on 145 ABC radio stations for 52 weeks effective Feb. 10. Agenc Ross Roy Inc., Chicago.

FLORIDA CITRUS COMMISSION buying five minute section, five da a week for 10 weeks on NBC-TV's *Today* effective immediately. Pr gram will be seen in 30 cities in U.S. Commission will spend $100,0 for total 10 week promotion in radio, trade publications and newspape Agency: J. Walter Thompson Co., N. Y.

PACKARD MOTORS, Detroit, adding five more markets to its sponso ship of *Rebound*, dramatic TV series handled by United Television Pr grams, already lined up for 19 markets [B•T, Dec. 10, Jan. 28]. Agenc Maxon Inc., N. Y.

BURPEE CAN SEALER Co., Barrington, Ill., to sponsor three fi minute local news inserts each day on NBC's *Today*. Agency: Buchan & Co., Chicago.

WINE CORP. of America, Chicago (Mogen David Wine), moves *Char Wild, Private Eye*, from ABC-TV to DuMont TV March 13. Show w be telecast Thurs. 11-11:30 p.m. Agency: Weiss & Geller, N. Y.

SCOTT-STOP MOTELS, western motel chain, signs 52-week contra for sponsorship of *Romance of the Highways*, 15 minute weekly Co mander Scott series, on 45 Mutual stations. Agency: Richard N. Melt Adv., S. F.

Agency Appointments • • •

JOHN ROBERT POWERS PRODUCTS Co., N. Y. (cosmetics), nam Cecil & Presbrey, same city, as its advertising merchandising coun

O'CONNELL HAT Corp., N. Y., names Curtis Adv. Co., same city, handle promotion of spring line of Veola Modes.

AMERICAN BEVERAGE Corp., Brooklyn, N. Y., appoints Moss As

(Continued on page 92)

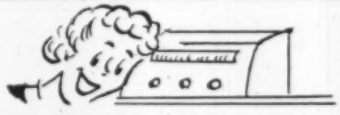
HERE'S WHY

WJBK IS SO POPULAR WITH DETROITERS...

NIGHT AND DAY, WJBK is first in news, music and sports . . . the favorite station of entertainment-lovers all over Detroit.

FOLKS HEREABOUT LOVE TIGERS . . . and WJBK, for 3 straight years, has been the key station for the Tiger baseball network . . . the largest ever built for baseball broadcasts. The enthusiasm of the Detroit fan club—some 2½ million strong—and the whopping Hoopers, prove the overwhelming popularity of WJBK . . . and the Tigers.

THE BOB MURPHY SHOW . . . "Tall Boy, Third Row" Murphy is a real favorite with listeners and sponsors alike. His tremendous following is a tribute to his jazz and popular platter savvy . . . to his free and easy manner of delivering commercials that pack a wallop.



DON McLEOD TIME . . . Music, news and chatter with an appeal to the housewife — that's "Don McLeod Time." Considered one of Detroit's top commercial men, Don McLeod is a natural at blending announcements into the general patter . . . for sure-fire sales results.

THE GENTILE AND BINGE SHOW . . . Early morning festivities of music and fun as only Joe and Ralph can dish it up. For years the chief attraction for listeners to the "G and B Show" has been their unconventional—and highly successful—rendition of commercials. "Zaniest twosome in radio", says Liberty magazine.

LARRY GENTILE'S HOUSEPARTY . . . The pioneer disc jockey in Detroit, Larry Gentile has been a popular radio personality for 19 years, doing a fabulous selling job for a great variety of products. The "Houseparty", from 10 P. M. to 1 A. M., is an all-request music program conducted in Larry's informal, irresistible style.

WJBK HEADS HOCKEY NET! Exclusive Detroit outlet for the Red Wing hockey games, and key station for the nation's largest hockey network, WJBK broadcasts all home and important away and play-off games for the champion Red Wings. Al Nagler, play-by-play Red Wing announcer since 1935, is thrilling WJBK hockey fans for the 3rd consecutive year. No wonder WJBK is considered Detroit's greatest sports medium.

The "Ralph Binge Show" and "Ken Cline Show" are other top WJBK programs which spell the answer to your selling problems in this 5-billion dollar Detroit market. A check with your KATZ man will show you that the way smart advertisers spell *success in Detroit is W-J-B-K.*

A FORT INDUSTRY STATION

25 YEARS in BROADCASTING in the PUBLIC INTEREST 1927 1952

WJBK — AM — FM — TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

first

IN THE WASHINGTON MARKET

7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

William B. Ryan, BAB president (standing), makes the BAB radio promotion award to WSAM. Seated are (l to r): Messrs. Greenebaum, Dodge and Wismer.

* * *

WEEK of Jan. 21st will be one to remember for the staff and management of WSAM, NBC affiliate in Saginaw, Mich.

In addition to operating the station for its full 132-hour commercial schedule, staffers squeezed these activities into the agenda for that week:

Moved entire studios, offices and all equipment to a newly-constructed building at 2435 Holland Ave., Saginaw.

Received a national first-place award in Broadcast Advertising Bureau's industry-wide "Radio Gets Results" contest.

Gave a banquet for local retail businessmen on one night; feted regional distributors and national

(Continued on page 92)

strictly business

LOIS THOMPSON

A HAPPILY transplanted Canadian, Lois Thompson, salesman for Robert Meeker & Assoc., station representative firm in Chicago, has been eye-deep in radio since 1934. That year her boss, Harry Sedgwick, took over management of CFRB Toronto after leaving the Famous Players Canadian Corp., where Miss Thompson had been his secretary.

Working with Mr. Sedgwick on all of his projects, Miss Thompson helped organize the Canadian Assn. of Broadcasters and took minutes at the first meeting. She has been working primarily at management and sales levels ever since.

Born in Guelph, or "the Queen's City," a short distance from Toronto, she worked a year before attending the Collegiate Institute there. Business was more appealing than academics, however, so

(Continued on page 88)

CLEVELAND
WSRS
"The Family Station"

CLEVELAND'S
ONLY
NEWS STATION
ON THE AIR
24 Hours daily
around the clock

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS
LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
AROUND THE
CLOCK
On the air
24 hours daily
"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

There's no ill-wind in Texas . . .

Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, KGNC's farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John's got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 80% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo's trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market. As the head of Amarillo's Atlas Welding & Metal Works puts it, "We know what wonderful service you are giving us, as people from as far as 300 miles away are stopping to tell us they have heard Cotton John. And they usually buy something."

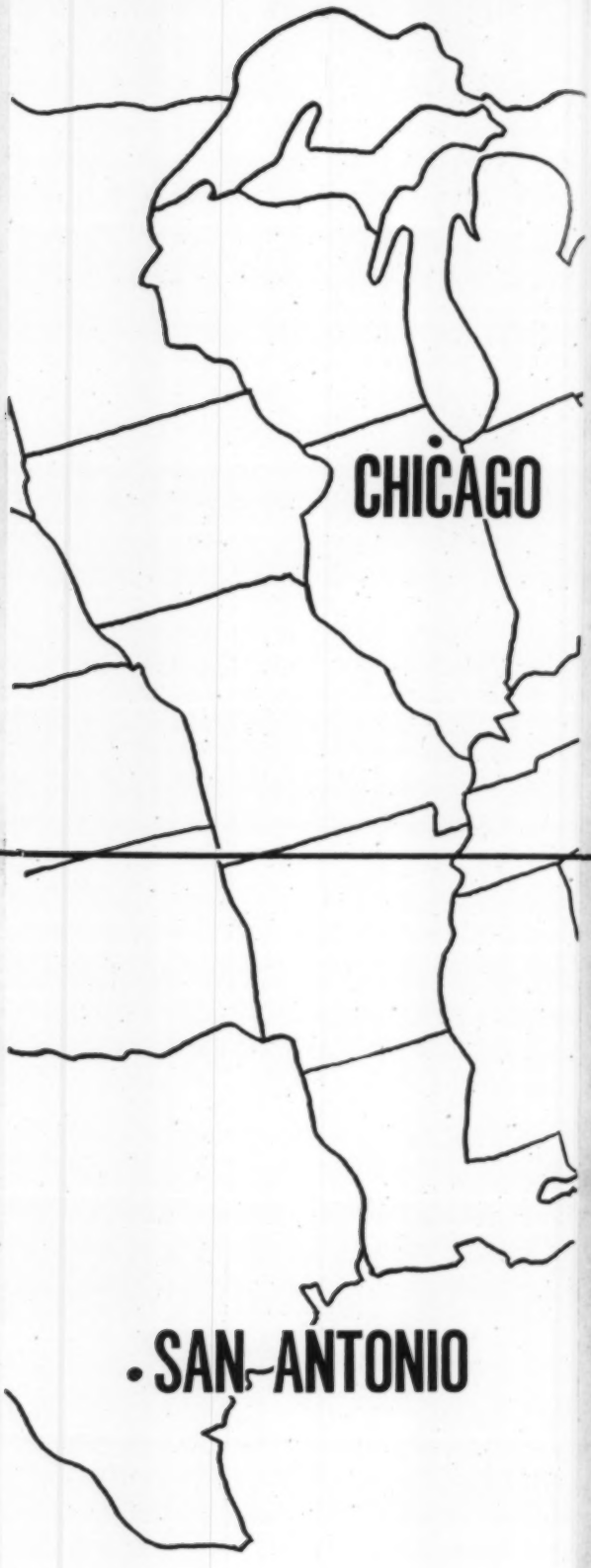
The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC's 10,000 watts of power. For further information, please check with our national reps.

- 710 KC • 10,000 watts
- Represented Nationally by the O. L. Taylor Company

here's how

AP NEWS

pays off in...



Hundreds of the country's finest stations announce with pride *"THIS STATION IS A MEMB*

"290 Sponsored AP Newscasts per Week"

John T. Carey, Sales Manager, WIND, Chicago, Illinois

Says Sales Manager Carey: "I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. Our main news sponsor is the Chicago Daily News with 164 newscasts weekly. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts."

"110% Increase in Sales for Sponsor"

Bob A. Roth, Sr., Commercial Manager, KONO, San Antonio, Texas

Reports Commercial Manager Roth of KONO: "KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage."

Sponsor results? Says George W. Delavan, Jr., General Manager of Home Appliance Distributors, Inc., biggest KONO AP news sponsor: "AP news on KONO has produced results from the first day our commercials hit the air—increased our distribution, built consumer acceptance and confidence in our product. In one year's time our sales volume increased 110%!"

MBER OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

Whether it's Chicago or San Antonio, Associated Press news DELIVERS—delivers RESULTS for station and sponsor! Prompt, unbiased news coverage pyramids volume audiences — eager audiences tuned to the news and to the sponsor's message.

For complete information on how Associated Press news can provide payoff RESULTS for YOU, contact your AP Field Representative . . . or write . . .

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

NORTH CAROLINA
THE SOUTH'S No. 1 STATE

WPTF -
NORTH CAROLINA'S No. 1 SALESMAN

North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING

VOL. 42, No. 6 FEBRUARY 11, 1952

BASEBALL PLANNING

Sponsorship to Equal or Exceed '51

SPONSORSHIP of baseball broadcasts and telecasts during the 1952 season promises to equal or perhaps exceed 1951 revenue, judging by present negotiations between clubs and advertiser-agency bidders.

With the opening game just two months off, contract dickering is going on all over the nation with such sports stalwarts as Atlantic Refining Co., Chesterfield, Gillette, several breweries and other firms in the picture.

Already many pacts have been signed. Most of these provide protection for minor league clubs from concurrent broadcasts or telecasts of major league games. This protection is in line with the cooperative policy backed by NARTB and Radio-Television Mfrs. Assn.

When the final lineup is ready in April, 1952 sponsorship revenues are expected to match the 1951 total. At the same time, many of the schedules will provide that special baseball network broadcasts be denied interfering stations in minor league areas during the hours when local games are in progress.

A factor in the 1952 negotiations is the constant eye of the Dept. of Justice's Anti-Trust Division, which already has put professional football in the legal doghouse and has kept a close watch on the college football control exercised by National Collegiate Athletic Assn.

Because of the anti-trust angle the individual clubs are not discussing their radio-TV plans with each other. However the majors are being choosy about their sponsors in an effort to avoid government trouble and to avert undue interference with the gate at minor league games.

Dizzy Dean To Cover

Mutual network was prepared to resume its *Game of the Day* series, with Dizzy Dean and Al Helfer announcing. MBS would not divulge how many teams had granted broadcast rights. Falstaff Beer, St. Louis, which sponsored daily games on Liberty Broadcasting System last year, is to carry daily MBS games on around 125 stations though actual clearance of some stations and games is not definite.

MBS has followed a policy of avoiding interference with minor league teams. The network has been negotiating with Gillette Safety Razor Co. through Maxon Inc. for five-minute warmup broadcasts before the daily ball games and with R. J. Reynolds Tobacco Co. (Camels) for five-minute postgame summaries.

Liberty again is expected to be a leading figure in the national baseball picture with its "All-Sports Package" [B•T, Jan. 28]. At that time the network indicated its package would include games of at least six major league clubs. It mentioned the Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.

Final Pact Not Set

In this connection spokesmen for the Reds and Dodgers denied they had concluded final negotiations with Liberty. Paul Munroe, LBS vice president and director of national sales, said the network was saying it had made an offer to these clubs and they had not rejected. It was understood the White Sox had definitely signed with Liberty.

Atlantic Refining again will set up special baseball networks in its Eastern Seaboard territory through N. W. Ayer & Son. In some cases Atlantic will share sponsorship with other advertisers but all negotiations have not been completed. Atlantic is expected to have networks centered around Boston, New York, Philadelphia and Pittsburgh as well as smaller local projects in its marketing territory.

Daytime home games of the Philadelphia Athletics and Phillies, with the exception of second games of double-headers, will be telecast from Shibe Park by WCAU-TV, WFIL-TV and WPTZ (TV) Philadelphia, the trio covering on a rotating schedule now near completion.

Thirty daytime games scheduled by the Athletics and 28 by the Phillies are on the agenda in addition to two pre-season contests at Shibe Park between the clubs. Adam Scheidt Brewing Co. is expected to co-sponsor with Atlantic.

Dodgers on Two Stations

F & M Schaefer Brewing Co., through BBDO, again has signed to cover Dodgers home games on WOR-TV and WMGM New York. This plan is based on the assumption the Dodgers grant rights to the two stations. As of Thursday the Dodgers said the club hadn't yet decided definitely about broadcasting and telecasting games.

WPIX (TV) New York announced Thursday it had signed a contract with the Giants to telecast all home games with Chesterfield cigarettes as sponsor. Cunningham & Walsh, New York, is agency. WPIX also will telecast Yankee home games under a five-year contract signed with the club last year. This year's sponsor of Yankee games isn't set. Last year Ballantine's beer was sponsor.

Yankee radio will be carried again over the regional network now being lined up. It will be the fifth straight year Chesterfield has sponsored Giants games on WPIX. Russ Hodges and Ernie Harwell will handle the games.

Liggett & Myers, also for Chesterfields, will sponsor the New York Giants for the sixth consecutive year on WMCA New York plus a Giant baseball radio network. Latter network is still

(Continued on page 36)

DRY BILL PLASTERED

Hill Hearing Ends

By DAVE BERLYN

ALIGNMENT of alcoholic beverage, advertising and radio-TV industry forces opened up on the "dry"-supported Johnson-Case Bill (S 2444) last week.

Chief points of the opponents' arguments were as follows:

● The bill is discriminatory against (1) the radio-TV industry as distinguished from other media and (2) the distilled spirits industry as distinguished from other alcoholic beverage firms.

● Constitutionality of the bill may be questionable because the 21st Amendment, which repealed the prohibition act (18th Amendment), gives to the states the power to control or regulate the sale and manufacture of the beverages. Thus, they argue, the advertising of these products would also come within state jurisdiction, not federal.

● The "rights" of minority groups—the "drys"—are not invaded, for radio and television need not be heard nor viewed. As one witness noted, "the television or radio set has a switch which turns the set on or off."

● This bill would be the first step toward including other media and other alcoholic beverages in the ban—it sets up a "prohibition precedent."

● If one special interest is accommodated by legislation in barring a legally manufactured or sold product from the airwaves, what will hold other special interests or minority groups from asking that cigarettes, pharmaceutical and meat companies refrain from advertising their products on radio and television, and even other media?

The Johnson-Case Bill—"preventive legislation" as labeled by its co-author Sen. Edwin C. Johnson (D-Col.)—would forbid liquor advertising on the airwaves. Hearings were held before the Senate Interstate & Foreign Commerce Committee last Wednesday and Thursday, a repeat in hearing days of the prior week [B•T, Feb. 4]. They were concluded mid-Thursday afternoon, but not before the "drys" appeared for "rebuttal."

Next big round will come within the confines of the Senate Commerce group, of which Sen. Johnson is chairman. The 13 committee members must vote in closed session on whether to report the bill to the Senate floor for action.

Surprise suggestion came from Sen. Owen Brewster (R-Me.) who asked both the distillers and broadcasters if a plan could be set up whereby the Congress could be given at least one year's "notice" of any contemplated change in the industries' respective codes which discourage liquor advertising on the airwaves.

Among those testifying during the two-day airing last week were:

Harold E. Fellows, NARTB president; P. W. Allport, secretary, Assn. of National Advertisers (ANA); Richard L. Scheidker, American Assn. of Advertising Agencies (AAAA); John Dwight Sullivan, general counsel, Advertising Federation of America (AFA); William L. Daley, National Editorial Assn. Edward F. O'Brien, chairman of Dis-

(Continued on page 34)

SPIVAK, ROUNTREE

Name Don Lee in Suit

HALF-MILLION-dollar suit was filed by Lawrence E. Spivak and Martha Rountree last Friday against the Don Lee Network (Thomas S. Lee Enterprises Inc.), charging Don Lee is broadcasting a *Reporters Roundup* program that is a misappropriation of their own *Meet the Press* radio show.

The suit was filed in the Superior Court of California for the County of Los Angeles. It relates only to the Spivak-Rountree *Meet the Press* radio program, which is not now on the air, and not to the television version, which is carried Sundays over NBC-TV.

Spokesmen for Mr. Spivak and Miss Rountree noted that they filed a suit—still in litigation—in 1950 for $1,250,000 against Mutual and WOR New York in a case involving a *Reporters Roundup* program which they charged was a misappropriation of their *Meet the Press* show.

'Illegal Replica'

A joint statement issued by the plaintiffs at that time was reissued in connection with the Don Lee suit: "We have spent six years and large sums of money in originating and developing the format of *Meet the Press* . . . We cannot, in all conscience, stand by while a network ruthlessly proceeds to appropriate the fruits of our labor by cancelling a contract that had two years to run so that they might replace *Meet the Press* with an illegal replica."

Counsel for the plaintiffs are Stanley N. Gleis, Beverly Hills, and Fischer, Willis & Panzer, Washington.

Wherever You Go . . .

LAST Wednesday morning, a BROADCASTING • TELECASTING reporter overheard a conversation between two friends who met at the corner where the reporter was waiting for a trolley.

One said: "It's a shame about King George, isn't it."

"What about him?" asked the other.

"He's dead."

The other one opened the late edition of the morning newspaper he was carrying under his arm. "I don't see anything about it here," he said.

"It just happened," said the first one. "I heard it on the radio."

"You know, it's a funny thing," said the other. "For once I didn't listen to the radio this morning. I guess you don't know what you miss when you don't."

". . . Oh, what a break if I could make Dolores . . make Dolores . . make Dolores . . make Dolores . ."

NBC-POST

Shawn To Direct AM Station Relations

FRED SHAWN, NBC director of television production service, next week will be announced as NBC's director of radio station relations, where his first major assignment presumably will be to pitch in and help with the thus-far-slow process of selling the radio network's new economic plan to its affiliates.

★

The radio stations relations post has been vacant since Norman Cash resigned last November to become Crosley Broadcasting Corp.'s assistant general sales manager for radio [B•T, Nov. 12, 1951]. Mr. Shawn, who presumably will move into his new post as soon as his successor on the television side has been selected, will report to Carleton Smith, NBC vice president in charge of station relations.

Project Progress Slow

In attempting to persuade radio affiliates to accept the network's "Basic Economic Plan"—particularly its rate-adjustment features and provisions for expansion of morning network option time—Mr. Shawn will join in a project in which top network officials, including Executive Vice President Charles R. Denny as well as Mr. Smith, have found the progress notably slow.

The original July 1 target date for making the rate adjustments effective anticipated early acceptance of the plan by affiliates. Letters telling the stations how they would be affected by the new rate formula—most would get reductions, but overall these would be approximately balanced by increases for others—had been expected to go out by Jan. 1. Then the expected date was moved to Jan. 15 and finally it was reported that resistance among key affiliates was holding up the letters for the present.

There was no indication last week as to when authorities now expect to issue the letters and in some quarters it was felt effectuation of the rate plan might be delayed indefinitely, with rate negotiations to be taken up with the stations as their respective affiliation contracts expire.

Top officials still maintain, however, that they intend to put the plan into effect as soon as they can.

Mr. Shawn entered radio in the early 1930s via WLW Cincinnati as an announcer. He moved then to NBC's WRC Washington, advancing from announcer to assistant station manager. In 1945 he transferred to NBC in New York as assistant to the vice president in charge of network programs.

Two years later he joined WMAL Washington, where he served until 1949 when he returned to NBC in New York as manager of television program operations. Shortly thereafter he became director of television production services, the post he currently holds.

Mortimer Elected

CHARLES G. MORTIMER Jr., operating vice president of General Foods Corp., was elected executive vice president at Wednesday's meeting of the board of directors, according to Chairman Clarence Francis. Mr. Mortimer, a board member since May 1950, succeeds Edwin T. Gibson, who retired Jan. 1. He will supervise managers of the Birds Eye, Associated Products, Igleheart Brothers, Bireley's and the Shrimp and Oyster Divisions of General Foods.

FINLEY TO RAYME

Joins in N. Y. Off

MARK FINLEY, Hollywood rad television executive, has be named to head an expanded partment of advertising, resear promotion and public relations Paul H. Raymer Co., national dio and TV representatives.

Announcement, made by Pre dent Paul H. Raymer Thursd followed the resignation of Arth C. Schofield as Raymer director promotion and research to beco head of sales promotion, advert ing and research department Fort Industry Co. [B•T, Feb. 4

Mr. Finley, who will assume new duties in the Raymer N York office immediately, is form public relations and research ch of Mutual-Don Lee network ra and television enterprises on West Coast. He has just comple a series of special production assignments for major accounts the D'Arcy Advertising Co., Cle land.

HELME PLANS

Ala. Radio Campaig

GEORGE W. HELME Co., Ne York (Tops Sweet Snuff), w sponsor a quarter-hour hillbi radio show featuring Curley W liams and His Crew on three Al bama stations, live, and on o station transcribed, effective Fe 16. In addition the firm will u a spot announcement campaign the same area.

This marks the first time in t past five years that the Helme C has sponsored programs. The co pany has been using a spot sche ule on WCCO Minneapolis.

The quarter-hour program w originate on WHMA Anniston and be carried live on WA Birmingham and WCOV Mon gomery. Transcribed version w be on WAGF Dothan, Ala., o week later. Spot series will carried on WAPI, WJJJ Mon gomery, WHMA and a station Dothan, not yet selected.

Frank Best & Co., New York, agency.

Abbott Kimball Names

ABBOTT KIMBALL Co. Inc., N York, advertising agency, l week appointed two new membe to its board of directors. G. Ly Sumner, vice president, was nam chairman of plans board and director, and Malcolm Andres also became a director. Mr. Sumn joined Abbott Kimball last ye after having headed his own ag cy for 25 years. Mr. Andresen a member of the law firm of Dav Wagner, Hallett & Russell.

CBS Dividend

CBS board of directors last Wed day declared a dividend of 40 c per share on its class A and cla stock. Dividend is payable Mar to stockholders of record at c of business on Feb. 21.

RECRUITING FUNDS

Full Budgets Revealed

THE PENTAGON last week was the focal point for a series of developments of especial interest to radio-TV broadcasting and other advertising media.

Chief among the highlights were these:

● Official announcement of an interim advertising program through Grant Adv. for U. S. Army and Air Force recruiting to be sustained through unexpended media funds.

● Allocation plans for a paid radio spot campaign which would give the industry a 46% share of all funds expended since July 1, 1951—or at least 18% of remaining monies.

● Allotment of expenditures for TV film spots to bolster WAC enlistments and other recruiting.

● A broad reappraisal by the Defense Dept. of all public information network programs, aside from the recruiting issue.

● Preparation of data to convince Congress that it should thaw its freeze on current 1951-52 recruiting fund uses, or at least abandon any intent to saddle fiscal '53 expenditures.

Media plans for the immediate interim period ending next June 30 were outlined last Thursday by the Dept. of Defense, which announced that $550,000 of unexpended 1950-51 funds are being made available for U. S. Army and Air Force advertising for volunteers.

Leftover From Fiscal '51

This $500,000-plus represents the amount left over from fiscal 1951 monies after military authorities cancelled elaborate plans for network programs. The cancellations were requested in deference to Congressional protests. Cancelled were programs featuring Frankie Laine, Bill Stern and others, with commitments undertaken from 1950-51 funds. As a result, Congress attached the Defense Dept.'s fiscal '52 advertising budget. Grant Advertising has been instructed, however, to proceed with allocation plans [B•T, Jan. 28].

Under the first phase recruitment advertising will be directed at women, aviation cadets and specialists, with provision for radio time purchases, and space in Sunday supplements, technical publications, professional journals, newspapers and college periodicals. Radio will derive 18% of monies during the coming campaign, bringing its total for time to $95,000.

This phase will account for about $302,500 — or 55% of the $550,000. The remaining funds (second phase) will go into point of sale literature, direct mail and sales and training aids to assist Army and Air Force field recruiting personnel.

On the basis of forth coming allocations, radio's 18% compares to 23% for newspaper and Sunday supplements, and 4% for "target" magazines.

But the Defense Dept. emphasized that radio's share actually will amount to 46% on the basis of expenditures for time since July 1, 1951, and including the new campaign. This compares to 26% for newspapers and Sunday supplements, and 28% for magazines.

Pentagon Spot Spending

Military Personnel Procurement authorities explained it this way:

During the period from July 1, 1951, to Oct. 18, 1951, when Congress imposed its ban, the Pentagon had spent $362,568 for spots and national radio (four Frankie Laine shows and the *Big Inning*). An additional $54,000 was siphoned off to local Army branches for spots. Latter sum, plus $95,000 earmarked for the upcoming drive, brings radio's share to $511,568—or 46% of a total $1,109,672 spent or allocated since July 1, 1951.

Actually, the military paid $57,000 for the Laine programs, and another $65,000 for WAC spots on 70 independent stations, plus $29,300 for *Big Inning* and sums for other activities before the Congressional freeze.

New campaigns for the U. S. Army and Air Force will be handled through Grant Adv., Chicago, whose contract expires June 30, end of the interim campaign.

Perhaps the most ambitious broadcast activity is the proposed Army spot campaign aimed at recruiting WACs and nurses. Sum of $65,000 is planned for national coverage of 36 one-minute spot announcements (25 WAC, 11 nurse) on some 500 independent stations of the Keystone Broadcasting System, plus 13 key 50-kw outlets [B•T, Jan. 21].

Grant estimates that production charges will run about $1,200, covering cost of preparation of disc recordings. All spots will be aired in a uniform and effective manner through this expenditure.

The Air Force program, with another $30,000 earmarked for radio, envisions a schedule of 16 one-minute spots on a similar number of independent KBS and other 50 kw outlets. They would be aimed primarily at recruitment of aviation cadets and WAF enlistments. Production costs here are placed at roughly $800.

Grant also will prepare a 20-second TV spot to cover WAC general enlistment and, if time permits during the commercial, a plug for Officers Candidate School. Interested applicants would be asked in the announcement to write the WACs for a booklet and additional information. This project is allocated $1,800.

JOHN A. KENNEDY, chairman of the board, KFMB-AM-TV San Diego, and Mrs. Kennedy called on President Truman at the Executive Offices last Wednesday morning. Mr. Kennedy said the call was purely of a social nature and that politics were discussed only incidentally. He was a Truman supporter in 1948.

The Air Force TV program is more extensive, calling for production of a 60-second and 20-second pilot training films, plus another 20-second aircraft observer film. This is planned as a public service feature, with video outlets presumably being asked to furnish time without charge. The three prints will cost the military about $7,000.

This means that out of the $550,000 yet to be spent, radio will command about $95,000 for time and an additional $2,000 which Grant has earmarked for actual production. TV will draw $8,800, with the

(Continued on page 32)

SIX-CITY STUDY

BAB Finds Radio Strong

RESULTS of a confidential survey of radio station managers in the six U. S. cities with heaviest TV penetration were unveiled by BAB last Wednesday, coupled with a prediction by President William B. Ryan that "radio advertising totals may reach an all-time high in 1952."

For "many" of the radio stations surveyed—in Boston, Chicago, Detroit, Los Angeles, New York and Philadelphia—1951 was shown to have been "the best year in their history," BAB reported.

The six-city findings, first of a series of twice-yearly checks BAB plans to make in key cities (TV cities especially), were broken down as follows:

● 55% of the respondent radio stations registered gains in billings in 1951 as compared to 1950, with the increases ranging up to 45%.

● 30% had less business than in 1950, with the drops ranging to 24%.

● 15% reported no appreciable change in billings for the year (no more than 2% gain or loss).

It was noted that newspaper advertising lineage in five of the six surveyed cities was less in 1951 than in 1950.

For the most part, stations reporting gains or declines came within 5 to 10% of their 1950 totals, BAB asserted.

Virtually all of the stations were said to have experienced a "substantially" better final quarter in 1951 than in 1950, with many also forecasting a better first quarter this year than in 1951, on the strength of business already on the books.

"This survey proves again that radio has not been affected substantially by TV even in the areas where there are many TV stations and relatively deep TV penetration," President Ryan concluded.

Radio Holds Fast

"The results disclose that advertisers began to re-invest substantially in radio about mid-summer. Evidence is also piling up that radio is more than holding its own audience-wise in these six cities and in the other cities where there are TV stations. It appears that radio advertising totals may reach an all-time high in 1952.

"As for the continuing competition of other media, it appears that newspapers suffered more than radio in the six cities studied. The Media Records lineage figures indicate that newspaper lineage was less in five of these cities in 1951 than it was in 1950."

In "several" instances where overall revenue dips were reported by stations, BAB said, the station managers attributed the decline not to competition of other media, but to other factors, including local labor conditions and problems within the stations' own physical plants.

The survey found no geographical pattern in gains and losses and no pattern occasioned by depth of TV penetration, BAB officials said. They reported that in several cities where some stations registered gains, others of equivalent standing took losses, compared to 1950, while gains also occurred in areas where television's penetration was deepest.

One pattern was observed. Independent stations showed greater 1951 gains than did network affiliates in the six cities studied. But it also was found that a majority of the network affiliates which had network revenue losses were able to overcome them and showed overall gains for the year.

Additionally, it was pointed out, all stations but one reported increased local business (especially retail) and most of them enjoyed more national spot business than in 1950.

The survey covered stations within the corporate limits of the six cities involved.

The professional language of the airways is never heard on the street. Where do radio announcers learn it? From other radio announcers, of course. This account is fiction, but it's not far from the truth.

The Pear-Shaped Tone

By WADE BARNES

NOW as I look back, perhaps my greatest triumph was the part I played in a CBS presentation of a New York Philharmonic Orchestra broadcast. The network had switched to Philadelphia for an intermission talk by a man of great importance whose name I forget.

Then at the end of his talk—a tremendous moment for me—I had the extreme honor to say, "We take you now to New York."

I went home beaming that day, knowing that each person I met on the street mentally applauded my well modulated words.

"Wonderful voice, wonderful diction, marvelous delivery," they were saying.

It was the proper thing to do—end my announcing career when I did. The mistake that many great men have made is to keep on living after they have won a battle or delivered a Gettysburg address. And many a radio announcer has made the same mistake.

Sixth Ave. in New York reeks with the sound of broken down radio announcers who keep asking the man on the street, "Did you hear me when I made the station break after war was declared?" or ". . . that wonderful Bulova time announcement after Joe Louis beat Jack Whatsisname?" Yes, it was best for my entire career that I ended my announcing days with the eventful words, "We take you now to New York." Let us dwell on this historic announcement for a moment.

The word "we" was pronounced in a modified American accent which is practiced by all American radio announcers. This accent is gained through listening to other radio announcers. The original announcer who invented the accent has long been forgotten. Needless to say, since you are very familiar with this type of accent, you know the word "we" was not pronounced as "wee" which is the usual sound of it, but rather as "wheh." Any other method of pronouncing it is considered barbaric by all announcers.

Out of This World

The words "take you now to New York" were, to coin a phrase, out of this world. Take "take" for instance: There is a divided opinion on the pronunciation of this familiar word, but the official, recognized American announcer accent pronunciation is "taeyk" as against "tayk" which is the pronunciation of the man on some streets.

"You" is a word hard to pronounce, but in this instance it became a syllabic symphony. I said "youoh" which is completely correct.

The word "now" has a connotation with erudite listeners as being a word that places the speaker; that is, places him in the place where he learned to talk. My pronunciation was not southern, western, northern, or eastern. Here again the American announcers' accent came into play. This was extremely difficult, because I originally came from Ohio where the accent of the mob is one of high shrillness.

The word "now" contains a diphthong, the thing in our speech which is so hard for Europeans to master. It is also hard for the American. It is extremely difficult for the Ohioan. But as in the previous words, I resorted to the American announcers' accent which gave the word the "neow" sound with a very short emphasis on the "ne" part.

The word "to" is difficult to translate into announcers' pronunciation, since it is inherently a short word with only two letters. The best that could be done with it was to add an "h" to the pronunciation which gave it the "toh" sound. If there was any weakness at all in the entire announcement, it might possibly be found in this pronunciation, but as I said, there is very little that can be done with this word.

The highlight in the whole announcement was in the pronunciation of the word "New." In the first place, it was strategically placed in the sentence, coming next to the last word. As in vaudeville programs, the next to last act, so to speak, is the very highest spot in the show. So it was with "New."

The word itself lends great possibilities to both the novice and experienced announcer, and because that is true, there have been many arguments concerning its sound among men of the mike. Here again I resorted to the official pronunciation of the "American Announcers Guide," which seemed to be the only safe way to play it. Those in the profession who say "noo" are definitely not "high church," as one might say (and I say it).

But then those who say "nee-oo" are considered to be in the nov stage and are definitely frown upon by announcers who have be in their profession for longer th six months. Those who try to pl politics feel that the only corre way to say it is to combine the two pronunciations into "nyue thus winning the support of bo parties. I'm not one to play po tics if I can help it.

Because the "American A nouncers Guild" is divided on t pronounciation of this word, I fe that I couldn't possibly be breakin any rules if I came fairly close any of the three pronounciation After a great deal of deliberati and consultation with myself, came to the decision that the on pronunciation I could give it an still be able to look myself in th eye was as follows: "Neyuo," whic is really "Nee-YUE-o" said at rather fast rate of speed. I hav never regretted it.

"York" was a fairly simple pro lem since the "American A nouncers Guide" is rather adamant about the word. I did have a slig

(Continued on page 38)

The author of this piece says it is fiction, "but I did work in Philadelphia and once upon a time I did say, 'We take you now to New York.'" Since his Philadelphia days (WCAU), he has been a salesman with NBC Recording Division, sales manager of RCA Recorded Program Services, account executive with Foote, Cone & Belding, and last September he opened his own agency, Wade Barnes Co., with offices in Houston and Dallas.

Mr. BARNES

CONVENTIONS

Radio-TV Plans Shape Up

RADIO-TV planning for party nominating conventions in Chicago next July is being geared to political fever pitch at Democratic and GOP national committee headquarters.

Officials are outspoken in their conviction that, with the full-blown emergence of television on a more national level, the 1948 Presidential conventions were merely a "warmup" for the elaborate and extensive coverage blueprinted for next summer's sessions.

Despite the surge of enthusiasm for television and its role of bringing the conventions into the televiewer's own parlor, radio will not be overlooked by either committee.

Groundwork Already Laid

The groundwork for radio and video sponsorship of convention coverage has been laid already by the major networks. Industry representatives have conferred frequently with committee officials to plan a recommended code governing sponsorship and other phases of coverage.

Discussions on actual physical facilities also have been explored in recent weeks on an informal basis. The time has arrived for weighing actual facility requirements of the networks and stations against available space in the International Amphitheatre.

The opening gambit on requirements was to have been taken at the first official meeting of committee radio-TV publicity authorities with representatives of all media in Chicago yesterday (Sunday).

Media plans figured in discussions of the executive heads of the Democratic National Committee, who conferred in Washington last Tuesday. Among those issues explored were the '52 campaign budget, convention plans and reorganization and streamlining of the national headquarters.

The executive committee discussed the overall budget under which between $1 million and $2 million is earmarked for radio and TV time during the post-convention campaign. This will exceed time purchases for radio and television broadcasting in 1948. Specific budget figures were not disclosed after the closed parley though it was reported that the committee approved a $2.8 million budget.

Radio-TV's share will be substantially greater this year than in '48 because of the comparatively higher cost of TV time and greater utilization of that medium, National Committee Chairman Frank McKinney told the executive group.

Representatives of radio, television, press, theatrical and TV newsreel fields, and still photographers were invited to attend the all-day media parley at the Conrad Hilton Hotel and then adjourn for an inspection of Amphitheatre facilities on Chicago's South Side.

It was emphasized that no concrete decisions would stem from the meeting and that the session was called to pave the way for tentative estimates on how much space each medium would require to cover the nominating conventions. Networks and stations will be queried subsequently on their special needs.

No problem is anticipated with respect to apportionment of working booths among the various media or between radio and television networks, despite some reports to the contrary. Most of the networks are both AM and TV broadcasters, with the exception of DuMont TV network, LBS and Mutual. Adequate provision will be made for independent or local stations planning to cover the proceedings.

The International Amphitheatre —site for the GOP convention July 7 and the Democratic conclave July 21—is divided into four wings adjoining the area proper and in the form of double layers of floors. Main floor wings comprise 57,000 sq. ft. and the upper 50,000 sq. ft. Seating capacities are 7,000 and 6,000 respectively. Arena itself seats 12,000.

Press Galleries Represented

Aside from media, congressional Standing Committee of Press Galleries will be represented. Bill Henry, network commentator, is coordinating another phase of planning on requirements for the radio-TV correspondents on Capitol Hill, with assistance from Harold McGrath and Robert Menough, heads of the Senate and House radio galleries, respectively.

The GOP alignment on planning differs from that of the Democratic National Committee, with details handled by radio-press and TV-motion picture subcommittees, under Rep. Clarence Brown (R-Ohio) and McIntyre Faries, respectively. They report directly to GOP Chairman Guy Gabrielson.

The Democrats have delegated these chores to Neale Roach, officially appointed convention committee chairman last Tuesday, who answers directly to Chairman Frank McKinney. Mr. Roach will set up Democratic convention headquarters at the Conrad Hilton Hotel today (Monday).

Slated to attend yesterday's sessions for the Democrats were Ken Fry, radio-TV director; Charles Van Devander, publicity director, and Sam Brighton, assistant publicity chief, along with Mr. Roach.

The GOP contingent was to include Mr. Gabrielson; Edward T. Ingle, GOP radio-TV chief, and William Mylander, publicity director as well as Rep. Brown, Mr. Farries, former Rep. Carroll Reece and Walter S. Hallanan, vice chairman of the GOP arrangements committee.

Industry representatives were not identified last week. It was

(Continued on page 30)

AVERAGE PAY UP

Labor Dept. Issues '50 Data

AVERAGE pay for fulltime radio and television station employes was over $73 for a 40-hour scheduled workweek in October 1950, $3.50 above the same period in 1949, according to statistics compiled by the U. S. Dept. of Labor from FCC reports.

Number of hours worked did not change appreciably during the year. Employment increased from 41,000 to about 47,000.

Both pay raises and an increased proportion of higher paid employes accounted for the higher earnings, it was found. In stations of 15 or more employes the studio engineers, enjoying average 1950 weekly earnings of $85, increased around 50% in a year. The lowest-paid group, clerical employes, averaged $45.50 a week, an increase of 13%.

The department's Bureau of Labor Statistics found that networks and their operated stations, with about 20% of total industry employment, had average scheduled weekly earnings $17 above other stations with 15 or more employes. The network-owned station employes averaged $90 a week compared to $73 at other stations. Among stations with fewer than 15 employes, having around a fifth of the industry's workers, average scheduled earnings were $55.50.

Largest occupation group, staff announcers, averaged $92.50 a week at network-owned stations and $73 at other stations with 15 or more employes, or an overall average of $74 for announcers.

Greatest differences in average weekly earnings were found in the three highest paid occupational groups. The difference was over $50 in the case of chief engineers and supervisors, staff musicians and salesmen. Chief engineers and supervisors were the highest-paid group of radio and TV station employes, averaging $110.50 a week. At networks and their owned stations their average was $160 a week, compared to $103.50 at other stations. Salesmen and staff musicians had weekly averages of $145 in the networks and their owned stations.

Scheduled hours averaged 38.5 a

(Continued on page 30)

AVERAGE WEEKLY SCHEDULED HOURS AND EARNINGS
Selected Occupational Groups in Radio and TV Broadcasting Stations [1]
By Size of Community, October 1950

	Communities Having Population of 500,000 and over			100,000 to 500,000			50,000 to 100,000			Under 50,000		
	No. Employes	Ave. Wkly. Hours	Ave. Wkly. Pay	No. Employes	Ave. Wkly. Hours	Ave. Wkly. Pay	No. Employes	Ave. Wkly. Hours	Ave. Wkly. Pay	No. Employes	Ave. Wkly. Hours	Ave. Wkly. Pay
All employes [2]	10,527	38.5	$ 86.00	10,403	40.0	$ 69.50	1,849	40.5	$ 61.50	5,864	41.0	$ 59.50
Building-service employes	396	40.0	46.50	337	40.5	36.50	48	40.5	31.50	111	39.0	33.00
Chief engineers and supervisors	495	40.0	126.50	477	41.0	101.00	101	41.5	84.50	353	42.0	80.50
Clerical, excluding supervisors	1,810	39.0	44.00	1,463	40.0	43.00	231	40.5	40.50	731	40.5	40.50
Salesmen	664	40.0	119.00	946	40.5	90.00	190	41.5	81.50	664	41.0	73.50
Staff announcers	1,144	39.5	96.50	1,549	41.0	70.50	354	41.5	61.00	1,164	41.5	56.50
Staff musicians	511	22.0	102.50	223	27.0	69.00	32	26.0	55.50	100	20.5	43.50
Staff news personnel	294	39.5	89.50	361	40.5	76.00	86	40.5	67.00	206	41.5	62.00
Staff writers	203	39.5	60.00	524	40.5	52.50	126	41.0	46.00	383	41.0	47.00
Studio engineers—1st class license	1,320	39.5	90.00	842	40.0	72.50	96	40.5	64.00	231	41.0	57.50
Transmitter engineers—1st class license	872	40.0	88.00	1,252	41.0	69.00	228	41.0	60.00	821	42.0	57.00

[1] Excludes networks, owned and operated stations of the networks, and stations employing less than 15 workers.
[2] Includes other station employes in addition to those listed below but excludes general officers and assistant and part-time employes.

POLITICAL PLANS

LBS Announces Coverage

COMPLETE on-the-spot coverage of the Democratic and Republican conventions in Chicago next July will be offered by LBS to its over 440 affiliates, James H. Foster, Liberty executive vice president, has announced.

This is believed to mark the first time in broadcasting history that five major networks will carry highlights of political sessions all over the world, Mr. Foster observed. LBS also has affiliates in Alaska and Hawaii. LBS schedules will include from three to five hours coverage daily, he added.

LBS convention coverage plans are being coordinated under the direction of Mr. Foster, as well as Glenn Callison, vice president in charge of engineering, and James Kirksmith, vice president for special events.

FCC '51 REPORT

Vital Statistics Issued

DO YOU know that the FCC sent and received 1,100,000 pieces of mail during the fiscal year ending June 30, 1951? That there were 885,000 radio authorizations in existence at that time? That the FCC received 268,000 applications of all kinds during the 1951 fiscal year?

Details of this kind are contained in the FCC's *17th Annual Report*, for the fiscal year ending June 30, 1951, issued last week.

Although out-of-date by more than six months, the following were some of the data for fiscal 1951 reported by the Commission:

● AM authorizations reached a record 2,385—82 more than the previous year. One thousand AM applications were pending, of which 270 were for new stations, 235 for changes in facilities, the rest renewals, for licenses, etc.

● Broadcast matters accounted for 90% of hearings. There were 541 cases on the hearing docket at the end of the fiscal year. Of these, 260 were AM, 7 FM and 179 TV (pre-freeze hearing cases).

● FM authorizations decreased by 73. There was a total of 659 FM grants outstanding. Authorizations for non-commercial FM went up from 82 to 92. Only 17 applications for new FM stations were filed.

● FCC's national defense duties included: Control of electromagnetic radiations, monitoring, serving needs of civil defense authorities, expansion of communications circuits, experimentation in use of radio, special technical studies, safeguarding comunications facilities.

The report is available at the Government Printing Office, Washington 25, D. C., at 40 cents per copy.

L. A. Time Capsule

FOR inclusion in a time capsule to be placed in underground concrete garage in Pershing Square, Los Angeles, Education Committee of Southern California Broadcasters Assn. has nominated stills of KMPC Hollywood facade, broadcasting studio, engineering controls, newsroom and music library; tape recordings of KNX documentary *This Side of a Million*, an NBC daytime serial, KFI *Farm Reporter* and KFAC *Evening Concert*, sponsored by Southern California Gas Co. Capsule's sponsors, L. A. Downtown Business Men's Assn., suggested including a drawing of a playback machine. This will insure perpetuity of 1952's auditory habits for citizens of tomorrow.

BARRY RYAN (r, foreground), president of Ruthrauff & Ryan, accepts cup from C. R. Smith (l, foreground), president of American Airlines, commemorating Ruthrauff & Ryan's 40 years in advertising and 14 years as airline's agency. Rear row (l to r) are T. J. Ross Jr., R&R; F. B. Ryan, R&R board chairman; C. L. Smith, R&R vice president and account executive, and James A. Dearborn, AA advertising director.

FM OPERATION

Boon Seen If Unattended Operation Is Official

HELP for hard-pressed FM station operators may be on the way if the current FCC practice of permitting unattended operation is made official.

At least it is believed to be one way to overcome high operating costs, the reason given by Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union, whose showpiece WFDR (FM) New York ceases operation Feb. 15 (see separate story on page 95).

Since March 1951 the FCC has authorized eight FM stations to be run by remote control. In reports which the Commission has received the reliability of unattended operation seems to have been proven.

WGUY Bangor, Me., reported that the reliability of the system is 99.73%. It got special experimental authority to remotely control its FM outlet Jan. 10, 1951.

WHYN-FM Holyoke, Mass., has been running unattended since August of last year. In November it reported that of 1,346 hours on the air, it had lost 68 minutes due to commercial power failure, six hours and 57 minutes due to faulty telephone circuit, two hours and 55 minutes because of tube failure, and 86 minutes when a maintenance operator failed to set the time switch from daylight to standard time.

Basis For Authorization

Remote control of FM stations must be authorized by the FCC for "good and sufficient reasons." They have been approved in several cases when denial would have meant the turning in of an FM authorization.

Stations, asking for unattended operation authority, cite the savings in expenses and the longer hours they can operate.

In all cases, there must be provision for a continuous check on plate voltage, antenna current, frequency and modulation monitors, and antenna warning lights.

First station to ask for remote control permission was WVBT (FM) Ithaca, N. Y., in June 1950. It is not on the air yet, but when it goes into operation it will be remotely controlled by its sister Rural Radio Network station, WVCN (FM) DeRuyter, N. Y., 80 miles away.

These stations have special experimental authority (under Sec. 3.565d of the Rules) to operate by remote control:

WRFL (FM) Winchester, Va.; WGUY-FM Bangor, Me.; WTSV-FM Claremont, N. H.; WHDH-FM Boston; WHYN-FM Holyoke, Mass.; WIOD-FM Miami; WHBS-FM Huntsville, Ala.; KERN-FM Bakersfield, Calif.

AVCO REPORT

Crosley AM Rates Noted

CONSOLIDATED net income of $10,089,214 for its 1951 fiscal year was reported last week for Avco Mfg. Corp. by its president, Victor Emanuel, in announcing the corporation's annual stockholders report.

No breakdown of the various subsidiaries of Avco was given in Mr. Emanuel's summary. However, a portion of the report dealt with Crosley Broadcasting Corp. (WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WINS New York), a wholly owned subsidiary. Report noted that WLW and WINS "have been able to maintain their rate structures" despite "generally prevalent reduction of rates in the standard broadcasting industry." Also reported: "Fiscal 1951 marked the full emergence of television as a substantially profitable operation for Crosley. . . ."

TWO LEAVE FCC

Goldman, MacClain Resi

FCC lost two top attorneys fr the General Counsel's office l week with resignations of Assist General Counsel Max Goldman a General Attorney George Ma Clain.

Mr. Goldman, whose resignat is effective Feb. 20, will become rector of the Office of Industr Tax Exemptions of the Puerto R Insular Government. That offi deals with tax exemptions for bu nesses which the Puerto Rican a ministration is seeking to enco age to locate there.

Mr. MacClain will join the N tional Security Resources Boa this week as assistant gener counsel.

Except for a period in 1944- when he was law clerk to Jud Learned Hand, then sitting on t U. S. Court of Appeals in Was ington, Mr. Goldman has been wi the FCC since August 1941. chief of litigation, he represent the Commission in all cases whe its decisions were appealed to t courts.

Mr. MacClain has been the leg chief of the Conelrad project sin the establishment of the radio d ception system last year. He h been with the Commission sin February 1946. Dee Pincock, a sistant to the general counsel, w take over Mr. MacClain's duti on Conelrad.

No successor to Mr. Goldman h been named. His two immedia subordinates are Richard A. Sol mon, assistant chief of the div sion, and A. Harry Becker, chief the Administration Branch.

Since last May, the FCC has lo six attorneys, counting Mr. Gol man and Mr. MacClain. They we Hearing Examiner Jack P. Blum who joined former FCC Chairma James Lawrence Fly in what is no Fly, Shuebruk & Blume; Assista General Counsel Harry M. Plotki now with Arnold, Fortas & Porte Chief of Office of Formal Hearing Parker D. Hancock, now with H gan & Hartson, and Renewal Transfer Chief Dwight Doty, no with Haley, McKenna & Wilkinso

McFARLAND BILL

House Study Continue

CONGRESSMEN, working on t McFarland Bill (S 658), were r ported last week to be maki headway on the proposal whi would modify FCC procedures.

The House Interstate and F eign Commerce Committee r sumed its behind closed-doors co sideration of the bill last Tues [B•T, Feb. 4]. Two days in were spent on the Senate-pass measure and then the committ recessed until this Tuesday wh study is expected to continue.

According to best informati the committee is still far from ing "out of the woods" but co mittee members appear to be g ting closer to an "understandi of the bill and what it would

KALAND NAMED
As WNEW Program Director

WILLIAM J. KALAND's appointment as program director of WNEW New York as successor to Richard Pack, who has accepted a similar position with WNBT (TV) New York (see story, page 64), was announced Thursday by Executive Vice President and General Manager Bernice Judis.

Mr. Kaland, recently named manager of WNEW's combined script and production departments, assumes his new duties immediately. He joined WNEW as continuity chief in May 1951.

The new program director's 15 years of radio experience include service as radio script writer for Young & Rubicam on the Borden accounts and as news editor of WHOM New York.

He also has held script and production positions with NBC, CBS, and local radio stations, and has done freelance writing. During the war, he was a program director for the Office of War Information, afterward joining the Record Guild of America as recording and continuity manager.

NEW MICH. OUTLET
WCLC Staff Announced

STAFF of WCLC Flint, Mich., was announced last week. WCLC is to go on the air this month, according to Adelaide L. Carrell, managing director and commercial manager.

Other staff members were listed as Charles R. Carrell, promotion and publicity manager; Richard Hallwood, program director; Cal Darnell, sports director; Kenneth Wright, local account executive, and James Robertson, chief engineer. Russell P. May is engineering consultant.

The new station is assigned 1470 kc with 1 kw unlimited, directional day and night. An affiliate of LBS, it subscribes to SESAC Library and AP news service.

Miss Carrell for 20 years operated WBBZ Ponca City, Okla., but sold it to Ponca City Pub. Co.

WCBS-TV
Lawrence to Manage; Swift Joins Bolling

APPOINTMENT of Craig Lawrence, former general manager of WCOP Boston, to the general managership of WCBS-TV New York was announced last Thursday coincident with the resignation of G. Richard Swift as head of the television station to join the Bolling Co., station representation firm, as vice president in charge of television.

Merle S. Jones, CBS Television vice president in charge of stations and general services, said Mr. Lawrence would assume his new duties Feb. 18. Mr. Lawrence has been NARTB district director representing the New England area.

Mr. Swift's new appointment is being announced by George W. Bolling, president of the representation organization, who described it as part of a "carefully preconceived" plan to provide top quality service to clients in both media.

Mr. Bolling noted that it is one of the first instances in which representative firms have reached into the field of metropolitan station management to acquire top-echelon TV executives.

Takes Over Immediately

Mr. Swift, who is slated to take over his new duties immediately, joined CBS in 1932 shortly after graduation from high school. He started in programming, becoming director of popular music and, later, a producer-director. He then transferred to WCBS where he served first on the business side and then as assistant program director before he was named in 1946, after a voluntary tour of duty on the sales staff, as assistant general manager and program director.

He was appointed general manager of WCBS in 1949 and the following year assumed the same post for WCBS-TV, serving in the dual capacity until CBS effected divorcement of radio-TV operations.

Mr. Lawrence is a veteran of 19 years' service with the Cowles radio station, his last assignment being as general manager of WCOP from November 1946 until the station's recent sale.

He entered the advertising agency field in 1926 while a student at Iowa State College and moved to KSO Des Moines when it opened its studios in 1932. With the founding of KRNT in the same city, he was named commercial manager and assistant general manager of the two stations, rising to a vice presidency along with the sales managership, and in April 1942, when Manager Luther L. Hill entered the Army, was elevated to acting manager of KSO-KRNT.

Mr. Lawrence

Mr. Swift

Mr. Lawrence also has held executive posts with WMT Cedar Rapids, WNAX Yankton, S. D., and, before it was sold by the Cowles interests, WHOM Jersey City (now WHOM New York).

DENNIS' POST
Cuff May Succeed

SUCCESSOR to Walt Dennis, radio-TV director of Allied Stores Corp., department store chain, had not been selected at the weekend but it was believed his duties would be assumed by Sam Cuff, TV consultant to the corporation and former manager of WABD (TV) New York.

Mr. Dennis

Mr. Dennis resigned last week to become sales manager of WJIM Lansing, Mich. (early story page 54).

Entering radio as associate farm director and sales promotion manager of KVOO Tulsa, Mr. Dennis joined the public relations department of NAB (NARTB predecessor) and in the early '40s. From NAB he moved to WHN New York (now WMGM) as director of special events and public relations.

JOINS NARTB
Allerton Succeeds Baker

RICHARD M. ALLERTON, for many years connected with New York agency and marketing organization as a research executive, will join NARTB Washington headquarters as director of research. He succeeds Dr. Kenneth H. Baker, who resigned last summer to organize Standard Audit & Measurement Services, New York.

Mr. Allerton, 54, is a graduate of Union College, Schenectady, class of 1921. Until 1937 he was a bond salesman in Wall St. After that he did market research for Koppers Coke, Gulf Oil, First National Stores and others. During the 1942-44 period he was a management consultant to the Quartermasters Corps, War Dept.

In 1944 he joined Crossley Inc. as radio research director, holding the post two years. Later he became director of marketing and radio research at Free & Peters, station representative, and then Abbott Kimball Co., New York.

Acquires WBGE

SALE of WBGE-AM-FM Atlanta for $90,000 from Mike Benton to Edgar B. Poole and Robert N. Pinkerton was announced last week. Sale is subject to FCC approval. Mr. Poole is 25% owner and chief engineer of KIFN Phoenix, Ariz. Mr. Pinkerton is a sales representative in the United States for Mexican radio stations. WBGE is on 1340 kc with 250 w.

Parker Heads WPAT

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., for the past three years, has been appointed general manager of WPAT Paterson, N. J.

TWO-SCORE officials of Westinghouse Radio Stations Inc. attended the annual meeting of managers and program-sales executives, held last Tuesday-Wednesday at the Hotel Statler, Washington. Joseph E. Baudino, WRSI vice president and general manager, presided.

Seated (l to r): Eldon Campbell, New York; Relda Garrett, Washington; Mel Bailey, KEX Portland, Ore.; Edgar Kobak, consultant; J. E. Baudino, vice president and general manager; Jones Scovern, John Cory, Free & Peters; E. R. Borroff, sales manager; E. H. Rogers, Gray & Rogers; Gordon Davis, KYW; Carl Vandagrift, WOWO.

Standing: W. B. McGill, adv. and sales prom. mgr.; D. N. Lewis, George Tons, KDKA; John Steen, attorney; William Harvey, Gray & Rogers; R. N. Harmon, engineering manager; F. P. Nelson, Washington; C. H. Masse, WBZ-TV; F. J. Schneider, industrial relations; R. G. Duffield, KDKA; I. C. Ruby, auditor; C. M. Meehan, WBZ; F. A. Tooke, WOWO; J. B. Conley, KEX; L. R. Rawlins, KYW; Gordon Hawkins, program and educational manager; C. S. Young, WBZ; W. C. Swartley, WBZ, WBZ-TV; Gordon Swan; WBZ-TV; John Stilli, WBZ; Lyman Weld, Feature Foods; R. H. Teter, KYW; Russell Woodward, Free & Peters; C. L. Burrow, KEX; Paul Woodland, KYW; R. E. White, KDKA; Avner Rakov, WBZ; Jess L. Hadsell, WOWO.

Conventions Radio-TV Plans

(Continued from page 27)

understood at least one representative from each medium, engineering personnel and perhaps special events and public affairs officials from the radio-TV networks, would attend.

Network radio-TV sponsor agreements (Westinghouse, Philco and Admiral) and the code itself are handled at GOP headquarters by its Arrangements Committee under Mr. Gabrielson. Question of local or co-op sponsors has not been broached in these quarters yet, it was reported.

The code probably will be released momentarily by the Democratic and Republican National Committees, which reportedly have approved them in principle. It will take the form of a joint release.

Radio-TV planning at GOP headquarters was outlined by Mr. Ingle. He predicted that the "biggest single audience in the world's history" for such an event will watch and hear the July conventions. He described the '48 campaign as a mere "warmup" on the basis of planning for the summer parleys and cited estimates of 60 million people expected to hear or watch the proceedings.

Mr. Ingle held out a number of revolutionary possibilities, among them train back-platform appearances of candidates at key cities along the campaign routes. Candidates may even seek to schedule their train routes along existing coaxial cable routes with an eye to television, he felt.

Despite the enthusiasm for video, Mr. Ingle stressed that GOP politicos are not selling radio short, in view of the lesser coverage of TV, in the coming conventions and followup campaigns.

Not Overlooking Radio

"We're not overlooking the importance of radio and won't be carried away with the glamor of television," he said. "It must not be forgotten millions of people won't be able to see the conventions and other events on television."

Mr. Ingle also noted the importance of automobile radios for projecting the issues to the voting public.

Turning to campaign funds, Mr. Ingle wouldn't hazard a guess on how much the Republicans will spend this year for radio-TV. The $3 million limitation on committee campaign expenditures poses one question in view of the expensive nature of TV, he noted.

He offered a tentative ratio of 4-1 as between TV and radio funds, but emphasized this was merely guesswork. The radio budget called for $750,000 in '48.

These details will be decided by the GOP Finance Committee and the picture for purchase of network time after the conventions also is undecided. Traditionally, the GOP chooses an advertising agency later after the Republican candidate is selected.

"We will welcome any step which will present more information to the people on the issues involved, whether it is free or paid time," Mr. Ingle observed.

Conforming to custom, the national committee is taking no active part in the current campaigns of avowed GOP candidates and their representatives or in the primaries. It merely provides service information on contacts and other aspects when candidates request it, and lines up speakers for panel and other radio-TV public interest shows.

In that connection, the committee is preparing a brochure on suggested techniques for using both media. It will be offered to all GOP Presidential, gubernatorial, Congressional, state and local candidates and campaign managers.

The funds situation is not nearly as acute in Democratic quarters, partly because it represents the administration in power and also because of the extra contributions from such traditional sources as labor groups and various independent Democratic organizations throughout the country.

Evidence of the difference in fund recruiting is partly shown up by the fact that the Democrats maintain an advertising agency each election (Presidential and Congressional) year. The committee is preparing to announce its agency selection for the '52 campaign shortly, with the choice now narrowed down to two organizations.

Radio will play an important role in the Democrats' plans to reach cities and communities throughout the nation not along the coaxial cable or radio relay routes, according to Ken Fry, radio-TV chief.

Like the networks themselves, the committee is reappraising the radio-TV audience picture in terms of coverage or "mileage for the political dollar." Regional and some network radio are slated to play important part in pinpointing this activity.

Committee headquarters also are negotiating with a film company to handle background material for the campaign at grass root levels. Clips and other materials would be used by local groups to point up issues rather than personalities in time for post-convention action.

A manual similar to that under preparation by the Republican committee also is planned by the Democrats.

Simple Standard of Practice

The code question has been pretty well thrashed out in a series of conferences between committee and industry representatives the past few months. The code actually is a simple standard of practice generally agreed upon in principle by committee officials and upon it are premised the series of sponsor commitments already consummated by CBS, NBC and ABC radio and television networks.

The two national committees have reserved the right of veto over type of sponsor and prescribed other conditions for sponsorship of convention coverage.

The veto power is designed to assure advertising consistent with good taste and dignity and coverage of key proceedings without interruption. It extends over the type of sponsors, frowning on beer and wine, deodorant and laxative advertisers, and inherent in approval is the agreement that networks will submit lists of commitments to committee headquarters.

The burden of responsibility will be placed, however, on the industry's shoulder, including independent stations which may sell coverage under cooperative or local arrangements. Details spelled out in network-advertiser contracts are to be worked out without committee intervention, officials stress.

This hands-off policy also will extend, to a certain degree, to requirements for booths, studios and other facilities in the amphitheatre, with the committees refraining from taking sides unless discussions result in controversy.

Cost Question Is Issue

Question of installation costs still hangs fire, though this is not a phase of the code itself. There's no serious issue, although presumably the committees prefer that networks sustain the cost of installing studios and equipment as one of the prerequisites of approving the code. No such studio problems exist for the press and some other media, it's pointed out.

This factor is complicated in the '52 picture by the emergence of television on a large scale, and the fact that TV networks are in the profit column.

In previous Presidential convention campaigns, the networks and the major political parties split the costs. Committee authorities have consistently pointed out that they desire the complete coverage radio-TV can provide while also noting that sponsors are buying network coverage and not sponsoring the conventions as such.

Neither national committee will profit from the sale of coverage to advertisers and radio and TV broadcasters will operate with the disclaimer that neither party necessarily endorses the product being advertised.

Other factors evolve around the continuity of coverage of proceedings. This raises the question of the time element evolved for nominating and seconding speeches and for demonstrations. There will be an effort on the part of both committees to limit the time on these proceedings in the knowledge that broadcasts or telecasts could become quite boring if continued indefinitely irrespective of importance.

This policy could be adopted as a "convenience" to the broadcast industry, with networks given leeway to cut lengthy demonstrations as they see fit. But no commercials would be permitted from the floor nor would they be permitted to interrupt keynote speeches, balloting and other top proceedings.

The Republicans already have adopted limitations on nominating speeches (to 15 minutes each) and seconding talks (to five minutes each). The Democrats are expected to follow suit.

The consensus is, however, that the question of studio cut-ins will be resolved best over the range of future conventions, notwithstanding the good intentions of the convention chairman to curb prolonged demonstrations and other actions.

WHOPPING sailfish on the left is h proud possession of Al Epstein of th Alvin Epstein Adv., Washington, D.C. proving that there are good sport men in the ad field too. The 8½-f fish weighed in at 92 pounds, givin up the good fight after 30 minute in the Pacific waters. Mr. Epste made his prize catch about eigh miles out from the Bay of Acapulc Mexico.

Average Pay Up

(Continued from page 27)

week for salesmen and only 22 for musicians. In all radio stations with 15 or more employes, salesmen averaged $97.50 and musicians $109.

Variations in earnings varied more by size of community than by the type of broadcasting station, it was found. As a rule, earnings for each occupational group increased with the size of the community. At stations with 15 or more workers and not owned or operated by networks, average weekly pay for all employes was $59.50 in communities under 50,000, ranging up to $86 in cities over 500,000. Scheduled hours declined by size of area, ranging from 38.5 hours in the largest group to 40-41 hours in the others.

In the 1949-50 period average earnings of chief engineers and supervisors rose from $105 to $110.50, becoming the highest-paid group. Musicians topped the scale in 1949. Average weekly increases of $3 or more were recorded for building-service employes, $5; salesmen and transmitter engineers, $4, and studio engineers, $3.50. Musicians averaged $109 in each year.

Earnings in the report were computed by dividing weekly scheduled pay by number of employes, thus including premium rates for any regularly scheduled overtime. Data do not include general officers and assistants, non-staff program and parttime employes.

RWG, NETWORKS

Talks Await Decisions

NETWORK decisions about national uniformity and co-terminus dates, required by Radio Writers Guild in future contracts covering staff writers, are being requested by the labor group before it will set another date for continuing negotiations, it was reported last week.

Characterized by a guild spokesman as "amicable," the discussions were stopped but not broken off when no date was set for the usual meeting this week. RWG seeks uniform rates for all members in Hollywood, Chicago and New York with contracts in each area to begin and end simultaneously. Western pact expired Oct. 31, several in the eastern region Dec. 30 and the Chicago contract will end with this month, it was reported. Writers also ask commercial fees for newsroom staffers and suggest pooling extra pay that results from sponsored news shows for equitable distribution among all news writers periodically.

RWG contract for freelance writers, executed on a national basis, was agreed upon some time ago, has been ratified by national membership and carries Nov. 16, 1951, effective date.

DOLCIN CLAIMS HIT

FTC Examiner Cites Adv.

CERTAIN advertising claims made by Dolcin Corp., New York, for its medicinal preparation (Dolcin) would be prohibited under an initial ruling filed by a Federal Trade Commission trial examiner.

Specifically, representations that Dolcin is a cure and effective treatment for arthritis or rheumatism were challenged by Examiner Abner Lipscomb. The product will give only temporary relief for minor aches and pains, he said. Also branded as false are claims that Dolcin is economical. Retail price is $2 for 100 tablets, whereas same quantity of a well-known aspirin sells for 59¢, Mr. Lipscomb added.

The ruling, released last week, would apply to broadcast and published continuities. Decision becomes final in 30 days unless appealed or docketed for FTC review.

BROADCASTER VS. PUBLISHER

Controversy Seeths in Rio Grande on Public Issues

FOR TWO months, Texas' Lower Rio Grande Valley has seethed with one of the most violent radio-newspaper controversies of recent times.

The argument has been between two newcomers: Roy Hofheinz, Houston station owner (KTHT) who put the 50 kw KSOX on the air last Dec. 1 in Harlingen, one of the three principal cities in the valley, and R. C. Hoiles, 73-year-old California newspaper publisher who bought out the valley's three main dailies (Harlingen *Morning Star*, Brownsville *Herald* and McAllen *Evening Monitor)* last Oct. 1.

Mr. Hoiles set the stage for the dispute when, within a few weeks after taking over his new properties, he turned them loose on his favorite crusade: a relentless campaign against tax-supported schools which he believes violate the Ten Commandments, the Golden Rule and the Declaration of Independence. (He also believes that Herbert Hoover has dangerous leftist tendencies and that all taxes which support highways, hospitals, post offices, armies, navies and police departments are socialistic and immoral.)

Residents Boycott Newspapers

By the time Mr. Hofheinz got his new station into operation, valley residents were already up in arms over the newspaper editorials. A boycott of the McAllen *Monitor* was declared by the McAllen City Council of Parents and Teachers and within four days 1,200 subscriptions were cancelled. But the anti-Hoiles reaction did not reach its full proportions until Mr. Hofheinz began broadcasting each night a series of free-swinging editorials lambasting Mr. Hoiles as a man of "medieval, barbaric philosophy" and urging citizens not to support his papers.

Last week, Messrs. Hoiles and Hofheinz met face-to-face in two debates. The first, on Tuesday night, was held in the McAllen High School football stadium before more than 3,500; the second on Wednesday night in the high school auditorium before a turnaway crowd of 1,200.

Mr. Hoiles took the affirmative, Mr. Hofheinz the negative, on the questions: "Should Public Schools be Abolished?" the first night and "Resolved that Tax-Supported Schools are in Violation of and Incompatible with the Ten Commandments, Golden Rule and Declaration of Independence" on the second meeting.

Principal points made by Mr. Hoiles: If government schools are continued, "our future and that of our children is very, very dark." Taxation to support them violates the stealing and coveting Commandments. Schools supported by taxation are socialistic because the Communist Manifesto of Karl Marx advocated government schools.

One admission made by Mr. Hoiles was that he had attended public schools himself and had sent his three children to them.

Mr. Hofheinz entered the obvious defense of public schooling—that it gives more children the opportunity to learn than any other system could.

The crowds at both debates cheered Mr. Hofheinz, gave Mr. Hoiles polite applause. That is the way sentiment seems generally to be running in the valley since radio began calling Mr. Hoiles' hand.

Circulation of the McAllen *Evening Monitor* was 15,000 in January, 1951. In January, 1952, it was down to 10,200.

Louella Parsons Pact

FIVE MINUTE Hollywood movieland commentary agreement has been drawn up between Louella Parsons and the Colgate-Palmolive-Peet Co., manufacturer of Lustre Creme shampoo. Show will begin March 2 for 13 weeks with options on NBC or CBS depending on available Sunday time. Agency is Lennen & Mitchell, New York, which also optioned her TV pilot film [B•T, Jan. 14] with view toward ultimate Colgate sponsorship.

ROBINSON SIGNED

By WNBC, WNBT(TV)

JACKIE ROBINSON, second baseman with the Brooklyn Dodgers, has signed a two-year contract with NBC's WNBC and WNBT (TV) New York to serve at a salary reported unofficially as about $20,000 a year, as a performer - planner under the title of director of community activities.

Mr. Robinson

In an executive assignment unique in the field of broadcasting, Mr. Robinson will supervise overall programming for youth, with particular stress on sports shows, working in cooperation with city school, Boy Scouts, YMCA, YMHA, Police Athletic League, and the Catholic Youth Organization. He will also be available for speaking engagements at community organizations, especially those concerned with child welfare.

Extent of the athlete's participation in program broadcasts is yet to be decided, although it is practically certain he will make more broadcasts than his current *Batters Up* (WNBC, Saturdays, 9:30-10 a.m.).

In addition to programming, Mr. Robinson will play an important role in WNBC's increased merchandising operation and will hold special meetings in the food and drug field. He will, Ted Cott, station manager, explained, "support sales department efforts by developing promotions."

Mr. Robinson will continue playing with the Dodgers with broadcasting labelled as second choice.

ZUCKERT CONFIRMED

Senate Approves for AEC

THE SENATE last Monday confirmed the nomination of Eugene M. Zuckert, stockholder in KPBX Beaumont, Tex., to be a member of the Atomic Energy Commission for the remainder of a four-year term ending June 30, 1952. He was confirmed without opposition.

Mr. Zuckert, who will fill the post vacated by Sumner T. Pike, was Assistant Secretary of the Air Force until President Truman nominated him to the AEC. A native of Stamford, Conn., Mr. Zuckert holds 10,000 out of 67,862 shares of common voting stock in the Beaumont radio station, of which he also is a director. Before his Air Force appointment in 1947, he was an attorney for the Securities and Exchange Commission [B•T, Jan. 28].

LEW KING, Phoenix, Ariz., known in the Southwest for his work with children through two radio shows, one released nationally through Liberty Network, has been named outstanding youth leader for Arizona and New Mexico and presented the Fraternal Order of Eagles Youth Guidance Award.

CHAIRMAN John K. Herbert (with folder), NBC vice president in charge of radio network sales, reviews plans for April 16 Brand Names Day meeting at New York's Waldorf-Astoria with members of his planning committee. Around the table at the Brand Names Foundation Inc. headquarters in New York are (l to r): Jacob A. Evans, NBC manager of radio advertising; James M. Toney, public relations director, RCA Victor Div.; Harold A. Lebair, *The New York Times* (representing Monroe Green, *Times* advertising manager); Charles A. Rheinstrom, vice president, J. Walter Thompson Co.; Mr. Herbert; George W. Fotis, sales promotion manager, Business Machines & Supplies, Remington Rand Inc.; Edward A. Gumpert, advertising manager, Biscuit Div., National Biscuit Co.; Jack Glasser, trade relations director, Calvert Distillers Corp., and Nathan Keats, vice president, Brand Names Foundation.

Recruiting Funds

(Continued from page 25)

greater portion going into production at the agency.

Where radio has gained $511,568 out of all funds since July 1, 1951, newspapers and supplements are receiving $287,239 and magazines $310,864.

Other breakdowns:

(Army)—Sunday supplements—*American Weekly*, $10,949; *This Week*, $15,120; *Parade*, $7,266.70. Daily Newspapers—$18,092.71. WAC Folders—$4,000. College Newspapers — $8,083.76. Sunday Magazine Sections—$36,111.25. Direct-by-Mail Campaign — $10,000. Professional Journals—$426. Publicity—$11,250. Production—$15,000. Re-enlistment—$51,000. Reserve and miscellaneous—$2,400.58. Joint Sales Aids (Films)—$18,000. Total (with other unlisted sums): $312,000.

(Air Force)—Sunday Supplements—$70,499. College Newspapers — $32,000. Professional and "Target" magazines—$3,416. Publicity—$7,500. Re-enlistment—$12,480. Sales Aids—$7,208. Preparation & Production—$14,000. Reserve—$7,939.30. Joint Sales Aids (Films)—$12,000. Total (with other unlisted sums): $208,000.

The Army's $312,000 and Air Force's $208,000 plus $30,000 for joint sales aids account for the $550,000.

The question of whether Congress will lift its ban on the use of 1951-52 funds ($3.1 million for all recruiting activities including $2.1 million for national advertising) is expected to be resolved in the near future.

Military authorities explain that the issue may be thrashed out when Mrs. Anna Rosenberg, Defense Dept. manpower specialist, testifies before the Senate and Home Appropriations Committees on the personnel procurement problems.

A Senate Appropriations subcommittee, headed by Sen. Joseph O'Mahoney (D-Wyo.), who spearheaded the paid recruiting ban last October, began hearings last week on the department's fiscal '53 budget.

Whether the Pentagon is successful in convincing Congress to thaw the freeze on '52 funds—or at least desist from taking similar action on '53 funds—remained conjectural last week. It was learned that the Defense Dept. is seeking $1,050,000 for recruiting after next July 1. No breakdown was given.

Problem Needs Review

In the interim period since October, the Defense Dept. directionalized the $550,000 allocation, abandoning any plans for future network programs.

Part of this problem is a sweeping re-evaluation by the military of its whole policy on use of funds not only for recruiting but also for its informational or "prestige" network shows.

The need for such an analysis is prompted by the knowledge that Congress will want all the facts before it takes any action on the recruitment advertising freeze.

In that light, Pentagon authorizes under a Management Committee have initiated a review bearing on all radio-TV programs, including a study of ratings enjoyed by current Defense Dept. programs in competition with commercial network fare.

DONALD W. KRAMER (c), mayor of Binghamton, N. Y., and president of Southern Tier Radio Service Inc., which operates WINR Binghamton, flips switch putting station on new frequency of 680 kc with a power boost to 1 kw. Watching (l to r) are A. A. Kelley, chief engineer, and C. A. Bengtson, WINR general manager.

At stake in the broad Defense Dept. study is the fate of a number of Defense Dept. informational and/or semi-documentary programs. Included are *Time for Defense* on ABC, *Armed Forces Reviews* on MBS, *Defense Report* on LBS, *Pentagon, Washington* on DuMont TV Network, and *Big Picture*, offered to individual TV stations by the Army Dept.

These programs are distinct in character from those previously aired by the Defense Dept. for recruiting purposes and are tailored to keep the American public apprised of developments in Korea and elsewhere.

Public Information Funds

The costs of producing these programs for network broadcast as public interest sustainers are provided through funds allotted to the department's public information activities.

This review of overall broadcast activities has been in progress for at least a month, and reportedly is only one phase of a broad analysis looking at the entire public information picture. It also may be recalled that the relation of public information activities for each service to the centralized Defense Dept. Public Information Division had been under scrutiny in recent years.

There is no suggestion in any quarter that the Defense Dept. would cancel any of its prestige or information programs, since the costs involved are infinitesimal compared to outlays set aside for the cancelled Bill Stern, Frankie Laine and football *Game of the Week* programs.

But Pentagon authorities hope to anticipate the extension by members of Congress of any discussions on recruiting to public information activities.

It was pointed out that since dropping the network programs last fall, top officers of the Military Personnel Procurement Service (recruiting) have entertained a change in thinking—a visible switch of emphasis from network shows to spot radio or "directional" campaigns.

Whether the Pentagon's information programs would be required to conform to these standards was a matter of speculation. The cost of producing the shows would be measured in terms of actual audience and weighed against the question of whether the services are receiving their money's worth.

The question has arisen whether these Defense Dept. network shows can pull their weight ratingswise against commercial fare aired in similar time periods by the major networks.

It is presumed that there is less of a problem involved in those instances where competing commercial network programs do not enjoy top listenership as evidenced in the ratings compiled by such national research organizations as The Pulse, and A. C. Nielsen Co.

Competing Shows

According to the latest TELECASTING showsheet, *Time for Defense* is spotted on ABC at 10:30 p.m. Monday against the *Rex Allen Show* on CBS and *Dangerous Assignment* on NBC, among others.

The *Armed Forces Review* is carried by MBS at 9:30 p.m. Friday opposite *Mr. District Attorney* on ABC, *Robert Q's Waxworks* on CBS and the sustainer *Short Story* on NBC.

In television, *Pentagon, Washington* on DuMont vies for televiewers each Monday at 8 p.m., with competition from NBC-TV's *Paul Winchell Show*, CBS-TV's *Video Theatre, The Amazing Mr. Malone* and *Mr. District Attorney*, which alternate on ABC-TV. LBS' *Defense Report* is aired Sunday, 1:15 to 1:30 p.m.

The Army Dept.'s *Big Picture* film program is based on staff reports originally used for training purposes, and is offered to single video stations for institutional sponsorship or public interest telecasts. About 62 TV outlets, including WCBS-TV New York, are currently carrying the feature, which reportedly enjoys a high rating for afternoon programs.

The Army Dept.'s Radio-TV Branch, under Col. Ed Kirby, embroiders the film with opening and closing commentary as part of its production activities. Feature is sent to stations which, in turn, offer it to sponsors of institutional advertising. Lack of funds has hampered widespread distribution, with actual number of film prints limited to 18 for the 60-plus stations. Overall Army budget for PIO activities is approximately $333,000, sum comparable to that for the Air Force and Navy.

Asks Suspension

REQUEST for permission to suspend operation temporarily was filed last week with the FCC by WWXL Peoria, Ill. Station, which operates on 1590 kc with 1 kw, indicated financial difficulties. It began operation in 1947. Joseph Giddan is principal stockholder of the LBS affiliate.

CONTROL LAWS

Maybank Would Exte

OPENING salvo in economic co
trol warfare was fired on Capit
Hill last week by anti-administr
tion forces.

Sen. Burnet Maybank (D-S. C
chairman of the Senate Banki
& Currency Committee, drew
bead on administration plans by i
troducing a new bill (S 2594)
extend the Defense Production A
only one year beyond the prese
June 30 expiration date.

The simply-drawn measure w
serve as the basis for an all-o
fight during committee hearing
which Chairman Maybank pro
ised would begin March 4.
urged that all amendments no
under study be introduced th
month.

President Truman was expecte
momentarily to send up his ow
plan for stronger economic co
trols, including a recommendati
that the act be extended two yea
and that cutoff date on the Cap
hart cost allowance formula b
retained at the July 26, 1951 lev
[B•T, Feb. 4].

The proposal, offered by Se
Maybank, a member of the South
ern Democrat and anti-Truma
bloc, does not touch on the Cap
hart formula and concerns itse
only with minor amendments fa
afield from this radio-TV-space ad
vertising provision, written int
the production act last summer.

In sponsoring the bill, Sen. May
bank quoted Roger Putnam, Eco
nomic Stabilization Administrato
as testifying that the America
economy has achieved reasonabl
good balance under the present ac

Under the current Defense Pro
duction Act as amended, manufac
turers may elect to take advantag
of the Capehart formula by in
creasing price ceilings on th
strength of media advertising, sel
ing, research and administrativ
costs. Radio-TV set makers gen
erally have withheld application
for boosts, awaiting tailored reg
ulations from OPS.

Manufacturers are permitted t
file with OPS for price hikes o
the basis of costs for these cate
gories from June 24, 1950—or th
start of the Korean war—to Jul
26, 1951. Costs are applied to th
highest price during the bas
period—Jan. 1, 1950, to June 2
1950.

Signs RCA Series

McCORMICK BISCUIT Co. ha
purchased RCA's syndicated serie
Doctor Paul, for sponsorship o
20 Canadian radio stations, it wa
announced last week. One of
syndicated programs produced b
RCA Recorded Program Service
Doctor Paul is a five-times-week
serial of a young general prac
tioner and his meetings with huma
nature in everyday life. Sale f
the 20 stations, described as locat
in major markets, was handl
through All-Canada Radio Fac
ities.

WITH advertising tremendously successful!

A Baltimore retailer of television sets started three years ago spending 90% of his budget on television stations. Today he is spending 90% of his budget on WITH! And here's what he writes us:

"Three years ago we had only one store in Baltimore; today we have eight. *Our advertising on WITH has been tremendously successful and it is largely responsible for our phenomenal growth.*"

Take a tip from the local folks! They know advertising media best! In Baltimore, WITH carries the advertising of more than twice as many retail merchants as any other station in town. Call Forjoe for the whole WITH story.

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

PLANS for public service allocation to assist charitable and civic groups were reviewed by executives of newly-formed Philadelphia Radio & Television Broadcasters Assn. with program directors from 12 of city's radio-TV stations. Presiding at meeting was Benedict Gimbel Jr., president of association and WIP Philadelphia. Seated (l to r): Felix Meyer and Richard Paisley, WFIL; Jack Steck, WFIL-TV; Donald W. Thornburgh, president-general manager, WCAU-AM-TV; Mr. Gimbel; Ruth Chilton Burns, PRTBA executive secretary; Dorothy Wall, WFLN; Joseph Connelly, WCAU; Rupe Werling, WIBG; Michael Deegan, WJMJ. Standing (l to r): Doug Hibbs, president, WTEL; Len Stevens, WHAT; Murray Arnold and Sam Serota, WIP; Jules Rind, WPEN; John McClay and Charles Vanda, WCAU-TV.

Dry Bill Plastered

(Continued from page 23)

tilled Spirits Institute's advertising committee; Clinton M. Hester, United Brewers Foundation; John E. O'Neill, general counsel, Small Brewers Assn.; Frank Braucher, Magazine Advertising Bureau; Edward W. Wootton, Wine Conference of America and Wine Institute.

Statements were filed by William B. Ryan, president of Broadcast Advertising Bureau (BAB) and Murray Grabhorn, managing director of National Assn. of Radio & Television Station Representatives (NARTSR).

Sen. Brewster's suggestion came during the testimony of Mr. O'Brien of the distillers. Mr. O'Brien said he could not hold the distillers to any such agreement before they, themselves, were acquainted with it and formulated action. However, he said he would forward the Senator's proposal to the industry.

Sen. Johnson also showed interest in Sen. Brewster's proposal. The Coloradan had earlier asked whether Congress could be "guaranteed" that liquor advertising attempts on radio and TV would not be made.

Need Year's Notice

The question via Sen. Brewster came up again when NARTB's President Fellows testified. Mr. Fellows, noting that the TV Code (which contains a ban against liquor advertising on television) "is "100% sincerity," said "there'll be better than a year's notice . . . the code could not be changed or altered without more than a year's notice . . ."

Among objections to the bill raised by Mr. Fellows, were the provisions which would make liquor advertising a subject to take into consideration in the granting and renewal of licenses. "Broadcasters," he declared, "feel that further special conditions attached [to license grants and renewals] confuse the relative status of various governmental bodies who will have a part in the regulation of broadcasting."

He didn't think the legislation was necessary either—"voluntary self-regulation . . . has resulted in a convincing demonstration" of the soundness and effectiveness of the approach.

According to Mr. Fellows, broadcasters agree with the "drys" on the undesirability of liquor advertising on broadcast media but disagree in the methods undertaken to achieve the result. NARTB would use the voluntary method, the "drys" would write into a law "a highly discriminatory piece of legislation, singling out the broadcast media for advertising restrictions not applied to other mass media."

Sen. Johnson expressed deep interest on how binding the TV Code will be on future TV stations—"there will be more newcomers in the field . . . and more competition for advertising."

His question: What happens when there are many more stations; will those operators be inclined to accept liquor advertising now banned under the code?

In answer, Mr. Fellows stated flatly: "I expect this code will be in effect as long as there is television and after there is no more Sen. Johnson or Mr. Fellows." He added, countering a statement by Sen. Johnson that two years ago "radio operators felt ready to accept liquor advertising and two networks [CBS and NBC] were ready to accept," that as a practical broadcaster he felt the negotiations were "pseudo" and that actually the broadcasters did not make up their minds to put liquor advertising on the air.

He also reminded the Senator that the contemplated advertising was to have been "institutional . . . to preach moderation . . ." He said he doubted whether the liquor advertisers would ever attempt, nor would the broadcaster want to carry, liquor advertising "as such."

Explaining further the binding aspect of the TV Code, Mr. Fellows cited Chairman Wayne Coy of FCC who "told us it was up to the 108 stations to set the pace and form the pattern for new stations." That theory, he said, was tested successfully from 1936, date of the radio code adoption, on to the present.

Highpoints follow:

Bishop Wilbur E. Hammaker, executive vice president of the Methodist Church's Temperance Board (in rebutting the "wets" Thursday:—"I am glad that thus far the self-imposed restraints of distillers and broadcasters have evidenced due regard for the ancient and revered principle that 'a man's home is his castle.' What we want is that same kind of sensitivity on the part of the rest of the members of the family. . . . All advertisements for intoxicating beverages are intruders in the average American home and should have the good taste to stay out."

Mr. Ryan (BAB):—The bill would make use of "improper" exercise of Congressional powers. . . . "If there are factors of public interest which necessitate that the advertising of intoxicating beverages should be prohibited, then, all advertising of intoxicating beverages by all possible means of communication should be prohibited." He labeled bill as granting to FCC the "power of censorship" and thought it unconstitutional. Measure is an "attempt by a minority to impose its views . . . upon the entire people of the U. S."

"This Bureau views with dismay any proposed legislation which purports to censor or in any way regulate the contents or subject matter of broadcast advertising." He said the bill was an "entering wedge" for the "drys" and that the industry should be permitted to take voluntary measures before "stringent legislation as the Johnson-Case Bill is enacted."

OPPOSES S 2444

Martin Files Prot

BROADCASTERS continued voice opposition to S 2444—to p hibit advertising of distilled spi on radio and television—last w as hearings closed on Capitol H (see adjacent story).

Luther W. Martin, KTTR Ro Mo., general manager, wrote Se Ed C. Johnson (D-Col.), chairm Senate Interstate and Fore Commerce Committee, and Jam P. Kem (R-Mo.), a member of committee, to protest that the would discriminate against a p tion of the various advertis media.

He said that the "drys" conte beer and wine advertising pla temptation before the children the home but "so does the adv tising of similar products in new papers and magazines." He ad that the alcoholic is attracted printed media and billboard adv tising of alcoholic beverages much as he is to radio-TV a Again, he said, "dry" states a get newspapers and magazin which contain such adds.

Mr. Martin said he also spo "as president of the Missouri As of LBS Affiliated Stations."

Mr. Wootton (Wine Institute) "It is our firm belief that this bill based on a wrong principle and th it represents a backward step rath than a forward step in the connecti of the federal government with t field of industry public relation Referring to the wine code on adve tising that his industry has set u Mr. Wooten said: "The televisi broadcasters in adopting their o code have done the same thing, t only in the alcoholic beverage fie but in many other fields of advert ing."

Mr. Grabhorn (NARTSR):—". broadcasting and television statio . . . [with] exception of an extreme small fractional minority, have the selves, through pure self-regulati rejected and refused to accept t broadcasting and telecasting of distilled spirits . . . therefore . . . need for the introduction of such le islation. . . ." But the bill could "precedent for the encouragement various pressure groups to attem through legislation, to broaden t base to include many other pr ucts. . . ." But more important th are discriminatory phases apparent the bill, he asserted. While perm ting a legally manufactured or p duced product to advertise on oth media, the bill would prohibit t advertising on broadcast media, Mr Grabhorn noted.

Mr. Hester (Brewers Foundatio —Beer industry brings in an exc of $700 million annually in exc taxes alone for the U. S. Treasu He hit back at the "drys" attack the brewers during the hearing. will . . . be obvious to all mem of this committee . . . that S discriminates against the alcoh beverage industry by applying t a more stringent or rather prohibi system of advertising laws than example, it applies to the ciga or peanut industry, and in so d it violates the due process claus the Fifth Amendment." He said b ers sponsor "educational, enter

(Continued on page 36)

Third of a series telling why sponsors and stations are SOLD on ABC

ABC Radio's daytime programming pays off!

The programs on this page (and many of their sponsors) are new on ABC Radio. They're part of the network's exciting new pattern of daytime programming... a plan that is paying off for sponsors, for stations, for listeners. First, ABC scheduled a series of daytime dramas on weekday mornings. The shows were given the best production possible (Elaine Carrington, Hector Chevigney and the Hummerts are magic names in radio drama)... and they were programmed in a block to attract and hold audiences.

The results: affiliates are delighted because all the shows are sold; sponsors are delighted because housewives are tuning in.

The same success in the morning is now being repeated in the afternoon: another block of dramatic programs with low budgets and top production. Already two of the new shows are sponsored... with more new shows (and sponsors) on the way.

ABC Radio
American Broadcasting Company

America is SOLD on ABC

Baseball Planning

(Continued from page 23)

being put together. Chesterfield also will sponsor the Chicago Cubs for the second year on WIND Chicago and on a Midwest baseball network, which may extend from 25 to 50 stations. The cigarette firm is considering TV sponsorship of the Cubs.

In addition to this schedule, Chesterfield will add to its baseball coverage by sponsoring on television and radio the Boston Red Sox for the first time. Broadcasts will be carried on WHDH Boston and fed to 30 New England stations and will be shared by Atlantic Refining Co. (through N. W. Ayer), and Narragansett Brewing Co. (through Cunningham & Walsh, New York, also agency for Chesterfield).

Falstaff beer for the second year will sponsor the St. Louis Browns on a regional radio network in St. Louis, Illinois, Iowa and Mississippi. Dancer-Fitzgerald-Sample, New York, is agency for Falstaff.

Gulf Oil, through Young & Rubicam, New York, is still contemplating sponsorship of one-quarter of the sports package, including baseball games, being offered by Liberty.

Ballentine To Continue

P. Ballantine & Sons through J. Walter Thompson Co., New York, will continue to sponsor the Network of Champions on a regional radio basis in upstate New York. Ballantine is cutting its radio sports budget somewhat to put more into television. Confirming the latter point, the firm announced this week that it had renewed its contract to sponsor the half-hour TV advenure series *Foreign Intrigue* in 11 cities in the East from Boston to Miami.

At cost of $150,000 Don Lee Broadcasting System, Hollywood, last week acquired exclusive television rights to all Hollywood Stars and Los Angeles Angels home baseball games for KHJ-TV starting April 1. Total of 180 games will be telecast.

Money derived is to be split between the two baseball clubs, with each receiving $75,000, it was said. This is the first time in Southern California TV that a single station has acquired the complete home schedule of both clubs.

Deal was negotiated by Ward Ingrim, executive vice president of Don Lee, with Don Stewart, president of Los Angeles Angels and Robert Cobb, vice president of Hollywood Stars.

KFWB Hollywood has exclusive radio rights to Hollywood Stars games. KMPC holds similar rights to all Los Angeles Angels home contests.

George Whitney, Don Lee vice president in charge of TV sales, was offering national advertisers and agencies in eastern key cities a 180-game baseball package including KHJ-TV Los Angeles time and pickup charges of $425,000 for games of either or both Los Angeles area teams, or fractional contracts.

AFA LETTER

Opposes Johnson Bill

ADVERTISING Federation of America has addressed legislative chairmen and club presidents with a letter opposing the Johnson-Case Bill on liquor advertising.

Admitting the bill could have no practical results in terms of present broadcasting practices, the AFA said: "But we stand on the general principle that anything which can be legally made and sold should be allowed to advertise. Once that principle is legally broken . . . the prohibition will be urged on advertising of other products."

Warning that an even stronger bill was defeated by only one vote last year, the AFA urged local committees and club members to assert their individual opposition.

Dry Bill Plastered

(Continued from page 34)

ment and sports programs." (Sen. Tobey noted that the boxing matches he watches on television are sponsored by a razor blade company.)

Mr. O'Brien (Distilled Spirits Institute):—If the drys succeeded, he said, vegetarians would be justified in asking for a ban on meat advertising. While distillers do not use radio and TV advertising, he said, they have the right to do so.

Mr. Sullivan (AFA):—AFA "stands for the principle that any product which can be lawfully made and sold should be allowed to advertise. The federation believes that if this right to advertise is limited by express statutory prohibition directed to a particular product or a particular medium, then this limitation can be extended to other products and other media."

Mr. Scheidker (AAAA):—Asserted that opposition by the 4A's is not taken "with any idea of using radio and television advertising for distilled spirits." Measure is not warranted, it would penalize both distilled spirits and broadcasting industries in working for voluntary self-regulation, would set a dangerous precedent, and would be needless breach of a fundamental principle.

Mr. Allport (ANA):—Similarly, bill would "discourage other individuals and industries from regulating their own conduct and lead to unwholesome reliance on government supervision." Self-regulation has kept such advertising off the airwaves, he declared.

Mr. Braucher (Magazine Adv. Bureau):—"We [12 leading national magazines] believe it would represent a dangerous public policy, and set an unthinkable precedent, for the Congress to enact any law that differentiated between the advertising of one class of legitimate product as against another."

Mr. Daley (Editorial Assn.):—". . . nothing would be achieved by this proposed legislation other than a statutory prohibition against distilled spirits advertising thus creating a precedent for the extension of federal control over other media."

Other opponents of the bill echoed these sentiments. A U. S. Chamber of Commerce protest statement was filed [B•T, Feb. 4].

At one point during the hearings, Sen. Johnson asserted he wanted "to help them [distilled spirits and broadcast industries] enforce their code" via legislation.

Mr. O'Brien told the committee the distillers "have no intention of using radio or television" to advertise their product.

As one observer noted as the hearings closed, Sen. Johnson wants to stop the distiller from "getting his foot in the door of the home" by stopping his potential advertising via radio and television; the bill's opponents want to deter Congressional action in getting a "foot in the door" in barring legitimate product advertising from all media.

Libby Leaves WIS

STEVE LIBBY, promotion-publicity manager at WIS Columbia, S. C., for six years, has resigned to join the publicity - promotion - advertising staff of Fred Waring's Pennsylvanians. Now on leave - of - absence from WIS while on tour with Waring organization, Mr. Libby becomes a permanent Waring staff member about March 1.

Mr. Libby

'FAIR TRADE' ACT

House Hearings Begun

A SECOND committee in Washington is delving into the "fair trade" practices picture.

The House Interstate & Foreign Commerce Committee has begun hearings on a bill by Rep. John A. McGuire (D-Conn.) to override last year's Supreme Court decision which threw fair trade laws out of the state. If the legislation was passed it would permit a manufacturer to sign contracts with retailers fixing the minimum resale prices on their products.

Another group, the House Judiciary Committee, begins hearings on a similar measure this Wednesday [B•T, Jan. 21]. The McGuire bill would amend Federal Trade laws; the Celler bill (Rep. Emanuel Celler, D-N.Y.) would amend anti-trust laws. The Commerce group is understood to be more favorable toward such measures.

SAMUEL GOMPERS Trade School in San Francisco, operator of KALW (FM), opened new classes in radio and television last week. Technical operators, combination men and announcers are trained without cost. Every member of last year's class was placed in radio-TV work on completion of course, school reported.

upcoming

Feb. 10-12: District 1, Advertising Federation of America, Hotel Kimball, Springfield, Mass.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Feb. 11-15: NARTB Radio and TV Boards, Lost Valley Ranch, San Antonio, Tex.

Feb. 12: NARTB regional TV tax clinic, Plaza Hotel, San Antonio, Tex.

Feb. 15-16: WAAM (TV) Baltimore second annual regional television seminar, Baltimore.

Feb. 16: San Francisco Chapter, Academy of Television Arts & Sciences annual award dinner, Mark Hopkins Hotel, San Francisco.

Feb. 18: Academy of Television Arts and Sciences, installation and awards dinner, Ambassador Hotel, Los Angeles.

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 24: Georgia Press Institute, 24th annual session, U. of Georgia, Atlanta, Ga.

Feb. 24-26: New England Newspaper Advertising Executives Assn. and Advertising Managers Bureau of the New York State Dailies, joint meeting, Stratfield Hotel, Bridgeport, Conn.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Feb. 29-Mar. 1: Western Radio and Television Conference, 5th annual meeting, Stanford U., Palo Alto, Calif.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 10: FCC-Theatre Television hearing, Washington.

Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Spring, Va.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 16: Brand Names Foundation "Brand Names Day" conference, Waldorf-Astoria, New York.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22nd annual meeting, Deshler - Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

April 20-23: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

May 16-17: Fourth Southwestern IRE conference and radio engineering show, Rice Hotel, Houston, Tex.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

1927

Silver Anniversary

CITIES SERVICE CELEBRATES 25 YEARS ON NETWORK RADIO!

Cities Service Concerts
1927 to 1944

1944 to 1948
Highways in Melody

FORD BOND...
"Mr. Words"—announcing the Cities Service program for 22 years.

Silver Anniversary Program
At Carnegie Hall
Monday, Feb. 18th
9:30 to 10:30 P. M., NBC

Next week, Cities Service celebrates its Silver Anniversary on radio . . . 1927 to 1952—25 years of the finest in musical entertainment on Radio NBC.

At this time, Cities Service would like to salute . . . and thank . . . all the people who have made this 25th Anniversary a happy reality. Messrs. Goldman, Bourdon, Black, Lavalle, MacNamee, Bond, Dumont, Haupt, Misses Dragonette and Manners. et al . . . from conductor, director, announcer to page boy . . . our thanks.

CITIES SERVICE GREEN AND WHITE QUARTET...
the four great voices, under the direction of Ken Christie, teamed with the Cities Service Band of America.

1948 to 1952
Band of America

1952

CITIES SERVICE BAND OF AMERICA...
with a following that's legion...long renowned as THE Band of America . . . the finest band group ever assembled on one stand.

PAUL LAVALLE...
"Mr. Music—conducting for Cities Service for the past eight years.

CITIES SERVICE

The Pear Shaped Tone

(Continued from page 26)

amount of trouble, however, because the Ohio pronunciation definitely stresses the "r" while the New York and Georgia pronunciation omit it entirely.

You must remember, too, that the word was followed by a period which meant that the listener would have time to cogitate on what he heard.

The very correct pronunciation was necessary to give the entire announcement a finished sound. It was also necessary, because it was on this word that the men at AT&T depended for their switching cue. There was really no deliberation necessary since the "American Announcers Guide" gave no alternatives. Obviously then, in keeping with their recommendations, I modified the "r" just a bit so that the word came out "YOrK."

As I look back on this great performance, I feel proud that I had the courage to stop literally at the zenith of a great announcing career. There have been many temptation: The sound of the NBC chimes, the dulcet tones of a CBS cue, the screams of an ABC mystery and the clearing of a Mutual commentators' throat — all have asked me at times to return to my first love, the microphone.

So far I have not succumbed, because truthfully, deep down in my heart I know that I could never better the performance of that immortal Sunday.

I want the world to remember me as the greatest voice who ever said, "We take you now to New York," or as it sounded that day, "Wheh taeyk youoh neow toh Nee-YUE-o YOrK."

STATE DEPT.'S IIA

Hill Group May Study

A SENATE subcommittee may soon begin a wide study of the State Dept.'s new International Information Administration, under which the Voice of America now functions, it was learned Friday.

The inquiry is headed for a Senate Foreign Relations subcommittee headed by Sen. Brien McMahon (D-Conn.). Last Friday, it cleared the nomination of Howland Sargeant to be Assistant Secretary of State for Public Affairs for the full committee.

Chairman McMahon and four other subcommittee members were briefed on the new operating procedure for the U. S. information program under the realignment announced by the State Dept. last month [B•T, Jan. 28, 21].

Mr. Sargeant was nominated to succeed Edward W. Barrett, who resigned to return to private life after two years in the public affairs post. He is expected to be returned, however, as a consultant [CLOSED CIRCUIT, Feb. 4]. Mr. Barrett has agreed to stay on until the Senate confirms Mr. Sargeant, who appeared Friday on his own behalf. Confirmation by the upper chamber was expected.

Hearing testimony from Mr. Sargeant in closed session last Friday, in addition to Chairman McMahon, were Sens. Theodore Green (D-R. I.), William Fulbright (D-Ark.), Henry Cabot Lodge (R-Mass.) and Owen Brewster (R-Me.).

Full Scale Inquiry

Sen. William Benton (D-Conn.) has asked for a full-scale inquiry into VOA operations. Desirability of the new IIA setup in preference to full divorcement of the shortwave radio arm from the State Dept. has been raised in some Congressional quarters. The McMahon subcommittee discussed the issue Friday but deferred the setting of a date for an inquiry to begin.

In taking notice of Mr. Barrett's resignation and establishment of IIA, Sen. Benton told his Senate colleagues on the floor that the government "is now losing one of its most valuable servants," and recommended Mr. Sargeant as a "splendid choice" to succeed him.

But Sen. Benton, a former Assistant Secretary of State for Public Affairs and Senatorial guardian of the Voice which he helped launch, has some reservations. Specifically, he noted that the administrator of IIA (Dr. Wilson Compton) is not a Presidential appointee, subject to Senate confirmation.

The reorganization of information activities got underway modestly last week with physical transfer of some Washington State Dept. personnel. Two of Mr. Barrett's special assistants—Joseph Sitrick and Ben Crosby—moved the seat of their operations from the new State Dept. Bldg to 1778 Pennsylvania Ave., N. W., where Dr. Compton will headquarter. Functional operations of International Broadcasting Division will remain in new State, subject to Dr. Compton's jurisdiction.

Messrs. Sitrick and Crosby thus will handle radio-press relations for Dr. Compton, who is taking over the offices of Thurman Barnard, former general manager of information activities. Other changes were expected.

Dr. Compton, former president of Washington State College (KWSC Pullman, Wash.) who assumes operational responsibility for VOA, is expected to hold a news conference in the next fortnight, probably announcing key appointments for IIA. He has been active the past week in appropriations hearings on Capitol Hill.

Sen. Benton said Friday he was "glad" that Mr. Sargeant's nomination was quickly approved by the subcommittee. He added, however, that he expected Sen. McMahon would soon order the inquiry of the entire Voice operation.

GATHINGS BILL

Asks 'Offensive' Program Probe

A CALL for a study of radio and TV programming was made in the House last Thursday by Rep. E. C. Gathings (D-Ark.), with introduction of a House Resolution to create a select committee.

The resolution (H Res 520) would set up a 15-man select committee—four from the Interstate & Foreign Commerce Committee, a like number from the Judiciary Committee and also from the Civil Service Committee, and three members serving "at large."

Special group would make an investigation and study into the "extent with which radio and television programs currently available contain immoral or otherwise offensive matter or place an improper emphasis on crime, violence and corruption." Also studied would be content of pocket-sized books.

Study would be made to "determine the adequacy of existing law to eliminate offensive and undesirable radio and TV programs and to promote high standards of such programs." Committee would report results of the inquiry to the House with recommendations for legislation if found needed.

The committee, which would make use of the three standing committees' staff, would have the power of subpoena. Rep. Gathings, who has introduced similar legislation in the past, said he has been "working on this matter for years". The resolution was put before the House Rules Committee.

Advertisement

Radio Campaign Produces $8 Million In Sales

Details of Perfume Sales Co. success told in Printers' Ink

The hottest thing in radio today is a mail-phone perfume offer by the Perfume Sales Company that has the whole broadcast industry talking.

In a little more than 5 months, four million people have each put up $2.00 to buy the company's 24-bottle package of perfumes. And—this $8,000,000 worth of sales was produced almost *exclusively by radio advertising!*

So far, about 350 stations in most of America's major markets have been used. And sales are still going strong.

You'll get the details of this radio advertising success story on page 29 of your copy of the February 8 Printers' Ink. It gives actual sales figures, the marketing strategy, the plans for the future—straight from the advertiser's mouth.

The Perfume Sales Company story is one of the best, current examples of how radio can do a real selling job for advertisers.

As such it's a current example of the kind of attention our editors give to radio activity throughout the year. That's because our readers are *directly* concerned with choosing markets and media that will boost their sales.

Bob Kenyon

We publish Printers' Ink every week for the advertising, management, sales and agency executives who make the important media decisions. In our 23,475 net paid circulation you will find the executives who OK a large part of the national, regional and local radio advertising bought today.

That's why the Perfume Sales Company story was a natural for us to publish.

You'll probably want to have a copy of this success story in your sales kit. So, if you're not now a Printers' Ink subscriber (or if somebody's snatched your copy), ask your secretary to send us 25 cents in stamps or coin today, and we'll rush your copy of our February 8 issue back to you by return mail.

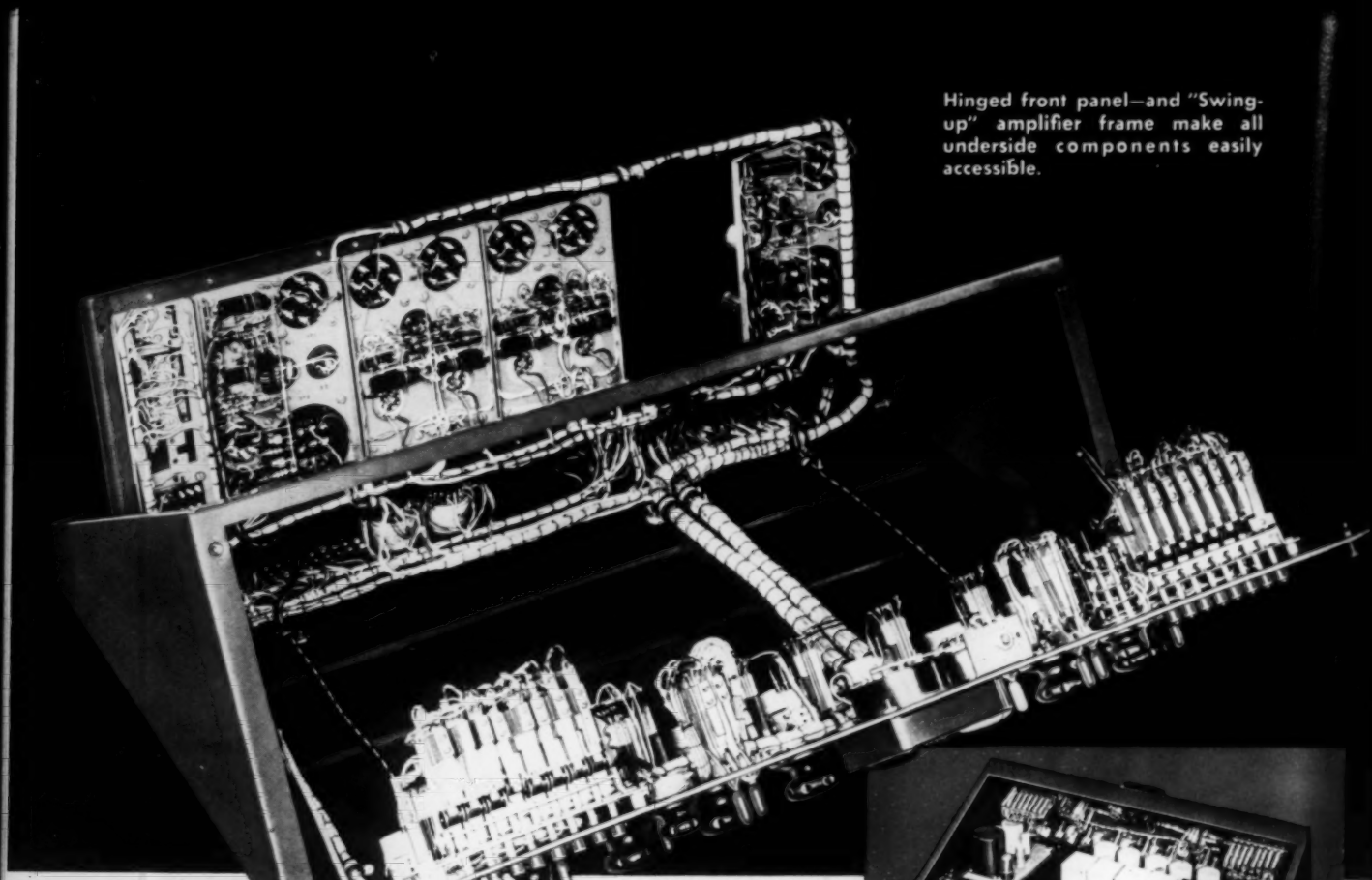
With it we'll include a list of articles we've published within the last 12 months of direct interest to your customers (our readers)—and to you.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

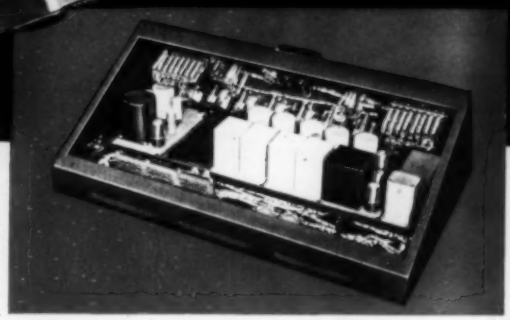
Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

NEW STUDIO CONSOLETTE, TYPE BC-2B

"Color-coded" controls tie related functions together. 30 sloping front and top provide maximum studio visibility. Zero-rear-clearance feature makes it practicable to install the BC-2B tight against a studio window. Less operating space required. Type BC-2B is six inches shorter than previous models! See next page.



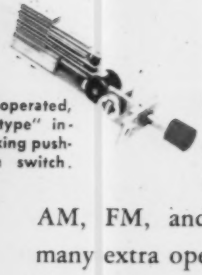
Hinged front panel—and "Swing-up" amplifier frame make all underside components easily accessible.



Easily removed top cover provides quick access to tubes and external connections. The BC-2B will fit snug against the studio window.

NEW DESIGN *consolette*

Color coded for "error-proof" control



Cam-operated, "leaf-type" interlocking push-button switch.

The new consolette BC-2B provides all the essential audio facilities needed by most AM, FM, and TV stations — plus many extra operating advantages not previously available in a standard consolette. It speeds up switching operations substantially over previous designs. It provides for complete control of all studio operations. *The BC-2B gives your station "deluxe" features at a "standard" price.*

Read the list of exclusive "extra" features the new BC-2B offers you. Then ask your RCA Broadcast Sales Representative for complete details. His service is as near as your phone.

11 extra features!

- *"Color-coded" controls quickly identify and tie related functions together.*
- *New, leaf-type cam-operated interlocking, push-button switches.*
- *New hinged front panel for easy access to switches, gain controls, and contacts.*
- *Amplifiers mounted on "swing-up" frame; chassis easy to remove.*
- *New 30° sloping top panel for maximum studio visibility—styling compatible with modern AM and TV practice.*
- *New compact amplifiers use low-noise, long-life, miniature tubes.*
- *Improved, faster-operating speaker relays eliminate key clicks and audio feedback.*
- *Lamp dimmer for VU meter (ideal for TV service).*
- *8 high-level mixing channels, separate gain controls for network and remote.*
- *Turntable mixers with "built-in" cueing switches.*
- *No clearance required at rear—can be installed up against walls and control room windows. Uses less desk space, too.*

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN N.J.

NPA ALLOTMENTS

Clarifications Reported

ALLOTMENT of materials for a broadcast facility project involving an application of the United Steelworkers (CIO) at McKeesport, Pa., has been partly clarified by officials of the National Production Authority.

The union's Local 1408 received an allocation of materials for the first quarter of 1952 covering a "union hall and radio broadcast station" with construction valued at $66,805 [B•T, Jan. 28].

NPA explained that materials were allotted because a studio facility was listed as 35% complete. Officials said that WEDO, licensed to Tri-City Broadcasting Co., presumably rents facilities to the steelworkers' union. The station was listed under the name of McKeesport Broadcasting Co. in the union application filed with NPA.

WEDO has been on the air since 1946, operating with 1 kw day on 810 kc. President and general manager is Edward J. Hirshberg.

Another case upon which NPA shed some light involves Blue Ridge Television Inc., Asheville, N. C. Its bid for a "TV antenna" project, with estimated cost of $25,000, was rejected for first-quarter materials.

Blue Ridge is the name of a firm which proposes to set up a TV antenna "distribution system." NPA said the application was denied because construction was not yet underway, though requested materials were not large (three and a half tons of steel and 1,500 pounds of copper).

The applicant also filed for the second quarter, but denial was anticipated by NPA authorities because of severe allotments cuts and the fact Blue Ridge had not begun construction.

TELFORD TAYLOR LAUDED

Rep. Patman Cites 'Post' Story

ARTICLE on Telford Taylor, former FCC general counsel and now Small Defense Plants Administrator, printed in the Dec. 23 New York *Post*, was placed before the House Jan. 31 by Rep. Wright Patman (D-Tex.).

Rep. Patman is chairman of the House Small Business Committee. Article points up Administrator Taylor's background, which included his FCC stint in the period 1940-42, as associate counsel of the Senate Interstate and Foreign Commerce Committee, 1935-39, and as a top assistant to Robert Jackson, chief prosecutor of the Nuremberg war crimes trials. Mr. Taylor also was actively in support of educational TV channels.

The plaudit by Rep. Patman came two weeks after an attack on Administrator Taylor and Judge Justin Miller of NARTB by Rep. George A. Dondero (R-Mich.) [B•T, Jan. 28].

DISPLAY THEME of joint FM promotion campaign in North Carolina, Washington and Wisconsin is built around this poster, exhibited by Jacquelyn McCrary, receptionist of Radio-Television Mfrs. Assn.

STANFORD MEET

Scheduled Feb. 29-Mar. 1

FIFTH annual meeting of the Western Radio and Television Conference will be held at Stanford U. Feb. 29-Mar. 1.

The conference is a non-profit organization of broadcasters, educators, religious leaders and others interested in broadcasting to discuss industry problems and recommend ways of improving use of the air in the public interest.

Scheduled for discussion at the Stanford meeting are topics covering the industry's TV code; what western leaders are doing about TV channels reserved for education, unique program services to communities and schools from western FM stations; international broadcasting, government and private; training for radio and TV; campus activities in radio; audience measurements; radio and TV projects of the Ford Foundation; how schools use radio and TV.

Among the speakers scheduled to address the conference are Judge Justin Miller, chairman of NARTB and President Wallace Sterling of Stanford.

COPYRIGHT LAWS

Hill Mulls Modification

SUPPORT for a bill designed to smooth the way toward bettering international copyright relations has been voiced on Capitol Hill by BMI, the Author's League of America, ASCAP, and other library and governmental organizations [B•T, Jan. 28].

Testifying last week and on Jan. 30 in support of the bill (HR 4059) before a House Judiciary subcommittee were Sidney Kaye of BMI; Novelists Rex Stout and John Marquand and Composer Oscar Hammerstein II, all for ALA; Herman Finkelstein, for ASCAP; Harold F. Linder, Assistant Deputy Secretary of State for Economic Affairs, and members of library and educational groups. Some book manufacturers have opposed the measure.

The bill, introduced by House Judiciary Chairman Emanuel Celler (D-N. Y.), would modify the manufacturing clause in the Copyright Act.

FM AUDIENCE

KITE-FM Cites Rapid Growth

RAPID growth of the FM audience in San Antonio is claimed by KITE-FM, still several months away from its first anniversary. The station took the air last June, catering to better-income brackets.

A survey made last August among 10,000 better class homes showed 45% having radios equipped for FM reception. Listening surveys since that time have shown the nighttime audience moving upward at a rapid rate.

Charles W. Balthrope, president-general manager of KITE-FM, said 40,000 homes in San Antonio have FM reception. He said a "select but fat-pocketed audience" not covered by any other medium can be reached at low cost. The August survey of higher income homes showed 84% would consider a radio with FM the next time they bought a radio set.

Mr. Balthrope said KITE gained more AM listeners "by advertising on TV."

SEVEN SIGN ABS SPOTS

Two Take Program Series

ALASKA Broadcasting System, through its representative, Alaska Radio Sales, New York, last week announced signing of seven advertisers for one-minute spots on the six ABS stations during 1952, effective immediately.

New advertisers are: Miller Brewing Co., through Mathisson & Assoc., both Milwaukee; Block Drug Co., Jersey City, for Amm-i-dent tooth paste and powder through Cecil & Presbrey, New York; Lincoln-Mercury Div. of Ford Motor Co., Detroit, through Kenyon & Eckhardt, N. Y.; Pillsbury Mills Inc., Minneapolis, through Leo Burnett Co., Chicago; Borden Co., through Young & Rubicam, both New York; Union Oil Co. of Calif., Los Angeles, through Foote, Cone & Belding, same city, and Superior Biscuit Co. of Seattle. ABS also announced Carnation Co. sponsorship of *Stars Over Hollywood*, Sunday, heard in the U. S. on Saturday afternoon on CBS Radio through Erwin, Wasey & Co., Los Angeles, and Philip Morris Co., New York, through Biow Co., same city, for *The Sports Newspaper of the Air*, Saturday. Latter two shows have been heard on Alaska stations since the end of December.

NBC Subscribes

NBC, already a subscriber to the Nielsen Radio Index, has also subscribed to the Nielsen Television Index and to the company's marketing service, providing special use of the Nielsen food and drug market data, it was announced last week by Edward D. Madden, NBC vice president in charge of TV network operations and sales.

For ears that pay attention
To products that you mention . . .

Ears that listen closely as they should,
Pick a station with variety

Where selling's steady-diety . . .
In Greater Grand Rapids, it's WOOD!

Why is WOOD a sensation?
Ask Katz for information.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV
GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

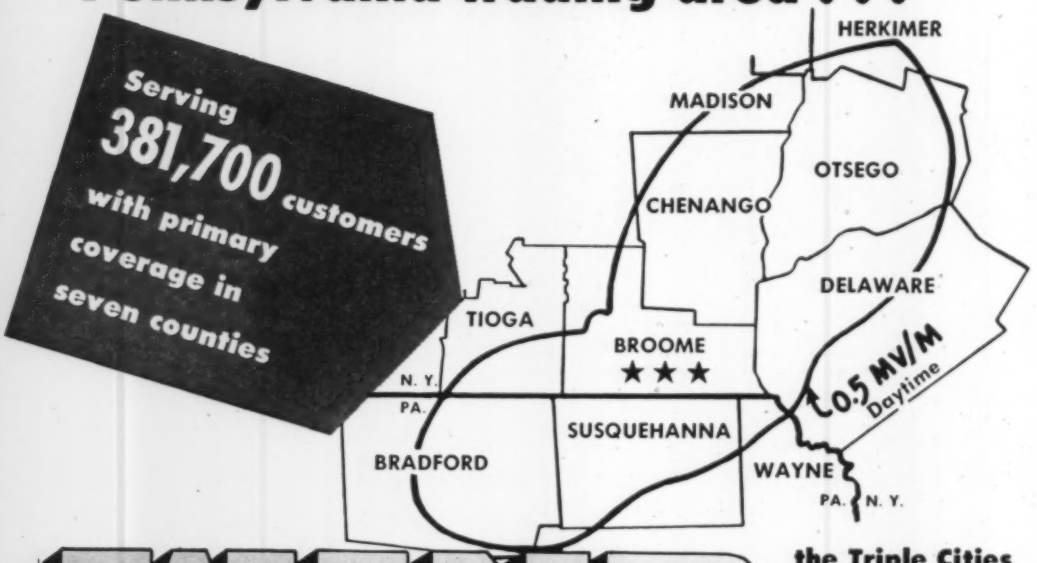
WINR

BINGHAMTON, N. Y.

Now 1000* Watts on 680 kc

*Daytime . . . 500 Watts nights

with COMPLETE coverage of the Southern New York — Northern Pennsylvania trading area . . .



WINR

the Triple Cities
★ BINGHAMTON
★ JOHNSON CITY
★ ENDICOTT

NBC AFFILIATE IN THE SOUTHERN TIER

George P. Hollingbery, National Representative

STOP 'TRICKS'

Hooper Urges Media Raters

CALLING for an "end to racketeering" in the broadcast rating field, C. E. Hooper of C. E. Hooper Inc., New York, Jan. 30 described research tricks which "make shoddy merchandise look good" and charged broadcast buyers are being "defrauded" because of rating services which make "radio look stronger than it is, weak ratings look stronger and small stations look bigger."

Speaking at a closed session to more than 100 agency and advertiser representatives at the Hotel Sherman in Chicago, Mr. Hooper for two and one-half hours asked their cooperation in "reversing the trend" of the industry to substitute total radio circulation for individual ratings.

He urged them to set "individual policies," insisting, first, that "each station and network accompany each local or time availability with local proof of audience for both radio and television" and secondly, that the buyer group transfer the "burden of report costs" to the stations, "where it rightfully belongs and where it was five years ago." Today, Mr. Hooper said, agencies are paying two-thirds of ratings costs.

Immediate Action Needed

"Traditionally, media has paid for its own research," he said, warning buyers costs will go up 300 per cent "if you don't take steps now to protect yourself."

Lambasting the proposed sale of radio on total circulation figures, the research firm head said circulation is no substitute for ratings, "which show exactly what you are paying for. This system is being discarded by the industry in terms of this active movement toward total circulation."

Charging station men want ratings which make them look good, and asking the advertiser to pay for any research he wants, Mr. Hooper said 1948 was the last year "before accurate measurement of radio became distasteful to stations in television cities".

FARM RECRUITING

Tobin Commends Radio Aid

RADIO advertising played a prominent part in the recruiting of farm workers last year, according to Secretary of Labor Maurice J. Tobin. Local offices of state employment services made a million more agricultural job placements last year than were reported for 1950, he said.

Secretary Tobin said the Farm Placement Service reported state units filled 8,776,000 job openings in the year. He listed radio advertising with day-haul projects, youth recruitment plans, newspaper and door-to-door as most effective means of placing workers.

JONES SPLIT

Charges Slander in N. Y. Suit

FOLLOWING his initial complaint made in November, Duane Jones, head of the agency that bears his name, has filed suit for $4.5 million in damages from 12 defendants, many of whom are former executives in his agency.

Legal action, instituted in Supreme Court of New York County, also asked the impressment of capital stock in Scheideler, Beck & Werner with a trust in Mr. Jones' favor. Latter agency was formed Dec. 10 by the Jones associates after the agency split became public [B•T, Nov. 5, 1951].

Mr. Jones' complaint was accompanied by an answer from the defendants. Suit was filed only after a motion by the defendants to dismiss the complaint had been denied, however.

In four causes for action, the law firm of Boyle & Reeves, attorneys for Mr. Jones, asked damages of $1.5 million, $1.5 million, $1 million and $500,000 for slander against the ad executive, against the stability of his business, against his ability to handle large accounts, and for loss of employes, which added up to the accusation that the several defendants had "reviled and defamed Mr. Jones by false and scurrilous statements concerning his integrity and personal habits."

Former Jones Account

Two of the defendants were Frank G. Burke Jr., and the company of which he is vice president, Manhattan Soap Co., allegedly initiators of a "conspiracy to destroy Mr. Jones' business." Manhattan Soap was a former Jones client with billings of some $3 million per annum. Other defendants as they are listed in the litigation are Joseph Scheideler, Paul Werner, Joseph Beck, Robert Hayes, Donald Gill, Philip Brooks, Lawrence Hubbard, Eugene Hulshizer, Robert Hughes, and new agency to which most of them transferred, Scheideler, Beck & Werner.

Complaining that the defendants attempted "unjust financial enrichment at the expense of the plaintiff," Mr. Jones' suit lists accounts lost directly to Scheideler, Beck & Werner as Manhattan Soap, G. H. Heublein & Bros., International Salt, Wesson Oil & Snowdrift Sales, C. F. Mueller Co., Borden Co., Marlin Fire Arms and McIlhenny Co. He also charged that his agency, as a result of the so-called conspiracy, lost to other competitors the accounts of the Mennen Co., Pharmco Co., Joseph Tetley, Hudson Pulp & Paper and the Kiwi Co.

Mr. Jones stated that the "conspiracy" dates back to November 1949 when, he claimed, Mr. Burke "made unusual and irregular financial demands on the plaintiff" and through the Manhattan Soap Co. "conspired with the defendant Scheideler to destroy the plaintiff's business." Besides enlisting the other Jones employes as participants, defendants Burke and Scheideler were accused of forcing Mr. Jones to sacrifice his stock in his agency.

Slander, directed at him personally, was used to fortify the attacks upon his business, Mr. Jones plead, stating, "The defendants publicized numerous rumors and false statements that the plaintiff lacked stability and would not, in the near future, be in a position to service its accounts and spread false and malicious rumors through the advertising trade that a large number of the plaintiff's clients were in the process of discontinuing business relations with the plaintiff."

In filing an answer to the complaint, the 12 defendants said they had been forced to "devise ways and means of preserving the plaintiff's business for stockholders . . . and as a livelihood for themselves . . . but by reason of Mr. Jones' complete domination and control, the defendants were powerless to restrain or influence his conduct and had to abandon said effort."

Specifically, they answered that Mr. Jones began around October 1947 to "drink to such excess that he was regularly intoxicated during business hours and created scenes in public," costing the business loss of prestige and clients.

In addition to "gross neglect" of business by Mr. Jones, they charged that he paid out "large sums of money, under fictitious names" to two sisters and a brother, plus four others, for services when "in truth no such services were rendered."

They also counterfiled the accusation that the plaintiff—in addition to his $100,00 per year salary—had an expense account totalling about $40,000 a year, "for which he either gave no accounting at all or only fictitious and highly questionable vouchers."

The defendants also explained they had offered to buy Mr. Jones' interest in the agency, first for $500,000 plus $200,000 to be paid as an annual $25,000 salary for the next eight years. In addition, it was understood that Mr. Jones could lend the purchasers $100,000 or $150,000 at 8%.

Their second offer, they said, was to pay $700,000 in installments over a five-year period, with the primary $200,000 due in January 1952. The agency president was also to have received half of 1% commission for five years—about $45,000 per year—and a quarter of 1% commission for the succeeding five years—about $22,500 annually, it was claimed.

Trip to Europe

They said he had accepted the first offer July 6, announced his departure to the office staff and had given the news to the press, saying that, after a European trip, he would study international trade in relation to the North Atlantic Treaty Organization. The plaintiff was said to have repudiated his acceptance July 10, however, and subsequent negotiations resulted in the final $700,000 offer, which he refused.

"The plaintiff thereupon resigned the accounts," they said, adding, "our clients had no contract with plaintiff and on their own volition and influenced to do so solely by Mr. Jones' conduct and behavior, transferred their business to other agencies."

The intra-agency difficulty, Mr. Jones' suit said, occurred chiefly between Jan. 2, 1951, and July 3, 1951.

ABC AFFILIATES

Five Added; Total Is 315

ABC radio's recruitment of affiliates continued last week, with the addition of five stations announced Wednesday by William Wylie, director of radio stations.

The five new affiliates, which will make 26 added since last August and bring the network total to 315, were listed as:

WMGW Meadville, Pa. (1490 kc, 250 w), owned by Meadville Broadcasting Service Inc. with Robert Trace as general manager, joins Feb. 16.

WDSC Dillon, S. C. (800 kc, 1 kw daytime), owned by Border Broadcasting Co. with Joseph Martin as general manager, also joins Feb. 16.

WLOH Princeton, W. Va. (1490 kc, 250 w), owned by Mountain Broadcasting Service Inc. with Melvin Barnett as general manager, joins March 1.

KWSH Holdenville-Seminole-Wewaka, Okla. (1260 kc, 1 kw), owned by KADA Broadcasting Inc. with Bill Hoover as general manager, joins March 1.

KBKW Aberdeen, Wash. (1450 kc, 250 w), owned by KBKW Inc. with Don Bennett as general manager, joined the network on Feb. 1 [B•T, Feb. 4].

'MRS. AMERICA'

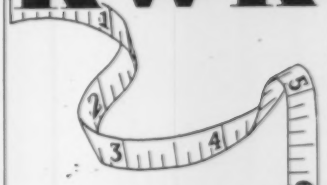
Grand Finals on Sept. 7

EXCLUSIVE franchises for local promotion of 1952 "Mrs. America" contests are being offered department stores throughout the country, according to Mrs. America Inc., New York.

Radio and TV stations in the past have conducted "Mrs. America" preliminaries exclusively in their territories, it was pointed out. Information can be obtained from the Mrs. America Contest Committee, 152 W. 42d St., New York 18.

Grand finals of the 14th annual contest will be held at Convention Hall, Asbury Park, N. J., Sept. 7.

KWK



measures up as the best radio buy in St. Louis!

KWK delivers listeners in the St. Louis area at the lowest cost per thousand!

KWK has more locally produced quarter-hours than any other St. Louis network station!

KWK serves more local sponsors than any other St. Louis network station!

*PULSE, INC., NOV.-DEC., 1951

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

millions **LISTEN...** millions **BUY!**

WJR

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes. Don't forget . . . *MILLIONS LISTEN . . . MILLIONS BUY WJR-ADVERTISED PRODUCTS!*

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	$13,613,431,000	9.3
Food Sales	$ 3,266,766,000	9.4
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

R *the* **GREAT VOICE** *of the* **GREAT LAKES**

Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Avenue, New York

WBT APPOINTMENT

Crutchfield Commended

ELECTION of Charles H. Crutchfield as executive vice president of Jefferson Standard Broadcasting Co., operating WBT, WBT-FM and WBTV (TV) Charlotte, N. C., "is an expression of appreciation of the effective job he has done for the stations since becoming manager of WBT in 1945," according to Joseph M. Bryan, president of the broadcasting company [B•T, Feb. 4].

Mr. Bryan was elected chairman of the board of Pilot Life Insurance Co. In addition he is first vice president of Jefferson Standard Life Insurance Co. of Greensboro. He commended Mr. Crutchfield's service as a special representative of the State Dept. in Europe and the Middle East. At present Mr. Crutchfield is serving in an advisory capacity with U. S. information programs.

In the Jefferson Standard broadcast realignment, Larry Walker was made vice president, secretary and treasurer. J. Robert Covington and Kenneth I. Tredwell Jr. were named assistant vice presidents. Mr. Crutchfield is general manager of the three stations.

Mr. Bryan

Mr. Crutchfield

Mr. Bryan is well-known throughout the Carolinas and the nation. He is a member of the Joint Committee of U. S. life insurance companies on federal income taxation; member of Radio Executives Club of New York; Shriner and past potentate of Oasis Temple; member, board of governors of Shriners' Hospitals for crippled children and vice president of Southeastern Shrine Assn.

SCRANTON REQUEST

FCC Examiner Would Deny

APPLICATION of the Scranton Radio Co. for a new station on 1400 kc with 250 w fulltime at Scranton, Pa., was proposed to be denied in an initial decision released fortnight ago by FCC Hearing Examiner Hugh B. Hutchison. The 1400 kc frequency is now used by WARM, same city, which soon is moving to 590 kc.

In his proposed decision, Examiner Hutchison found that engineering rules—which require a station's interference free contour cover 90% of a metropolitan area—would not be met. The proposed station could cover only 43.5% of that area at night, the examiner said.

Signs Five Years

A FIVE-YEAR contract for sponsorship of the Gordon Kibby *Anything Goes* morning record show on WFUR Grand Rapids by the Hub Clothing Co., Grand Rapids, was announced last week by the station, whose spokesmen said it is "the first [contract] of its kind in Western Michigan radio history." Mr. Kibby, formerly with WWJ Detroit, also is heard on Mutual and, locally, on both radio and television.

N. Y. AWRT MEET

Hears Saudek and Schechter

SPEAKERS for luncheon and discussion sessions at the first all-day conference of New York Chapter of American Women in Radio and Television, scheduled for last Saturday at the Astor Hotel [B•T, Jan. 28], were as follows:

At the luncheon session—Robert Saudek, director of Television and Radio Workshop, Ford Foundation, on "Widening Horizons for Adult Education"; A. A. (Abe) Schechter, general executive, NBC television, on "The Social Impact of TV News"; Anne Seymour, radio and TV actress, on "Why is TV such an ulcer-forming habit for the performer?"

Discussion leaders at the workshop session were to include Gilbert Seldes, author of *The Great Audience;* Harry W. Junkin, radio and TV writer; Albert McCleery, NBC-TV producer; Carol Irwin, independent TV packager; Louise Fogarty, NBC's only woman engineer, and Martha Rupprecht and Martha Lesser of CBS-TV.

WTNB ANSWER

Denies Call Confusion

WTNB Birmingham, Ala., doesn't think the call letters WILD and WJLD are a bit confusing. It made that observation in a statement filed with FCC in answer to a petition from WJLD Bessemer, Ala., which asked the FCC to rescind a grant of the WILD call letters to WTNB [B•T, Jan. 28].

WTNB and WJLD are 12 miles apart and in the same metropolitan area. After WJLD heard that its neighbor was going to use a new call—WILD—when WTNB moves to 850 kc, it requested the station's president to chose another call. When he refused, WJLD filed the petition with the FCC on the grounds that the similarity of the calls would be confusing to listeners.

WTNB said the two calls will be far apart on the dial (850 kc and 1400 kc), and that there are lots of cities with stations that have similar call letters. It cited Oklahoma City, with its KTOK and KTOW, San Francisco's KCBS and KJBS, Los Angeles' KFAC and KLAC, and Toledo's WTOL and WTOD.

NCCJ AWARDS

Radio-TV Winners Announced

WINNERS of the National Conference of Christians and Jews' radio and television awards for "outstanding contributions during the past year to mutual understanding and respect" among religious, racial and national groups were announced last Wednesday by Dr. Everett R. Clinchy, conference president.

The winners:

Radio network series—"Life With Luigi" and CBS Radio, which carries the series.

Television network Series — "Paul Whiteman TV Teen Club" and ABC-TV, which carries it.

Radio network single program—"Should More People Read the Bible?" and Mutual, which presented it.

Television network single program —"The Lottery" and NBC radio, which presented the program on "Fireside Theatre."

Individual radio-TV personality—Ted Mack of "The Original Amateur Hour" (on ABC radio and NBC-TV).

Individual television personality—Nancy Craig, ABC-TV personality.

Individual radio stations—KNBC San Francisco, for consistent broadcasting of programs dealing with human relations, and KOIN Portland, Ore., for a program, "Who Killed Dr. Drew?," telling the story of the Negro scientist who pioneered in blood plasma research.

Individual television station — WAAM (TV) Baltimore for day-in, day-out compaigning for brotherhood.

Presentations Next Week

Dr. Clinchy said the winners will receive their awards during Brotherhood Week, Feb. 17-24, except in the case of the *Paul Whiteman TV Teen Club*, which received its award in Detroit last Wednesday.

Radio and TV networks, stations and writers were commended generally by Dr. Clinchy for increasing use of ideas and materials that contribute to improved group relations.

Awards to RCA

TWO AWARDS were presented RCA Victor last week by leading American Red Cross and Defense Dept. officials for outstanding contributions made last year to the blood donor program by employes of the firm's Camden plant and offices. Awards were accepted by E. Dorsey Foster, vice president and director of planning for RCA Victor. "Industry of the Year Award," signed by President Truman and E. Roland Harriman, national Red Cross chairman, was presented by Maj. Gen. David N. W. Grant, M.D., USA (ret.), director of the nation-wide Red Cross blood program. Guest speaker was Brig. Gen. A. Robert Ginsburgh, special assistant to Defense Secretary Robert A. Lovett. Gen. Ginsburgh presented a plaque honoring the company for its efforts on behalf of the blood program.

FIRST copy of WLAC Nashville's new illustrated booklet, *In the Public Interest*, is presented to Gov. Gordon Browning (r) of Tennessee by F. C. Sowell, station's general manager. Volume is fourth in series and recalls WLAC public interest activities in 1951. The 50-page booklet also pays tribute to long-standing WLAC advertisers.

ANN SOTHERN

CBS Negotiating

ALTHOUGH Ann Sothern, film and stage actress, reportedly is holding out for a capital gains agreement, negotiations are under way whereby she would be put under exclusive long-term CBS Radio and Television contract. Contract would be similar to one negotiated with Ginger Rogers some months ago.

CBS and Cass Daley, comedienne, worked out a long-term contract this past week committing her exclusively to the network for radio and TV. Contract was negotiated by Hubbell Robinson Jr. and Harry Ackerman, CBS-TV vice presidents in charge of network programming, with William Morris Agency representing the comedienne.

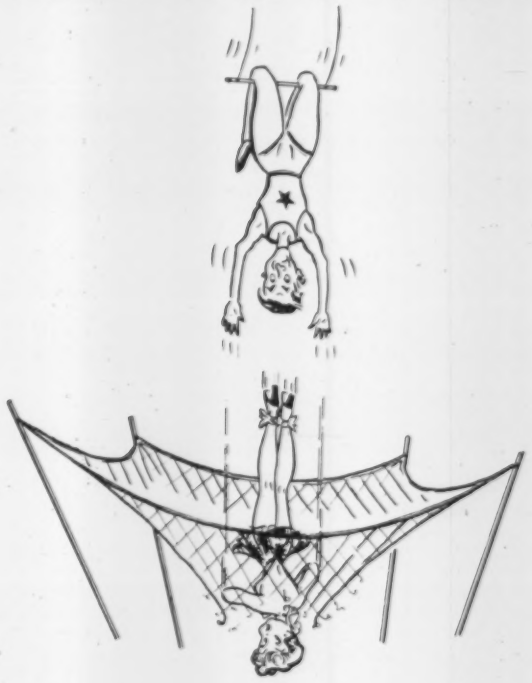
With Phil Harris' current contract expiring at season's end, NBC is negotiating for his continued services on a long-term exclusive basis. Besides radio, deal would include TV guest appearances for his first year.

Joan Davis, comedienne having been signed by NBC-TV, a situation comedy series will be built around her. Lyn Murray has been signed as musical director for the pilot film that will be made. Norman McLeod, one of the top motion picture comedy directors is being negotiated to direct as well as write story lines for the series.

Salutes Eddie Cantor

"THIS little dynamo of energy bottled up in the human container so well known throughout the world as Eddie Cantor" was the way Rep. John D. Dingell (R-Mich.) referred to the radio and television comedian on his 60th birthday celebration held a fortnight ago. The Congressman's remarks were printed in the Jan. 31 *Congressional Record.*

COVERAGE ALONE ISN'T ENOUGH



There's no need to bump your head against sales resistance in the Atlanta market with WGST on hand to deliver the coverage and audience you need to make the cash register ring. WGST's offering of the top ABC shows plus high-rated local programs plus top drawer merchandising support keeps your sales bar swinging on top. Let us make your product a feature attraction—simply contact WGST or our national reps for topflight billing.

WGST
ABC • ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

open mike

Note in Passing

EDITOR:

. . . As I leave this spot, I . . . want to thank you for what . . . BROADCASTING • TELECASTING has done to try to help make Americans realize the tremendous job to be done on the psychological front and the great efforts that are going into it. I know you will continue to give your help, support and advice on this front, and I know my successors will greatly appreciate it.

Edward W. Barrett
Asst. Secretary of State
Washington, D. C.

* * *

Forever Amber

EDITOR:

We were very interested in your story in the Jan. 21 issue regarding our PI offer for Amber Liquid.

We are in our fourth year of buying straight time on WIBW [Topeka, Kan.] and also have bought time on six other stations. Radio has done a terrific job for us. As a matter of fact, we are now using nothing but radio. We love it and have spent many thousands of dollars.

Unfortunately, last summer we bought time on a large, expensive station with absolutely no results or cooperation. Our client decided it was impossible to run such expensive tests to find out the stations which could produce results; hence, the 100% PI. From it we have found several productive stations which, of course, we will stay with on and on . . .

We just wanted you to know that this is not a flash-in-the-pan on just another PI mail order offer. Twenty-five wholesalers stock Amber Liquid and thousands of retail druggists. Our only aim is to find productive radio stations throughout the country without spending a fortune which our client does not have.

Can you blame us?

George F. Anderson
Radio Sales & Adv. Agency
Topeka, Kan.

[EDITOR'S NOTE: Despite Mr. Anderson's one unfortunate experience, most of the really productive stations in the U. S. reject PIs. His system of finding productive ones strikes us as a poor substitute for discriminating timebuying.]

* * *

Who Said That?

EDITOR:

Re your article on page 28 of your Jan. 28 issue headed "Rate Change Dates—Gamble Speaks at NAEA":

The article is correct, but I think it gives an unfair impression. Putting it in the third paragraph where it is, and as it is, makes it look as if Gamble made the recommendations that newspapers use television's "weaknesses" to regain lineage lost to the broadcast medium. It takes very careful reading, indeed, to see that that ties in with paragraph 10 and was said by Mr. Cochrane.

I am afraid it is going to lose me some friends in the broadcasting business which I am loath to have happen. But I don't know that there is anything that can be done about it now except, perhaps, to take special precautions to prevent this sort of thing from occurring again. Do you agree?

Frederic R. Gamble
President
American Assn. of Advertising Agencies
New York

[EDITOR'S NOTE: B•T had no intention of putting the words of Thomas J. Cochrane, advertising director of the New York News, in Mr. Gamble's mouth, regrets any confusion that resulted from the construction of the story].

* * *

Comparisons Are Odious

EDITOR:

May I comment on two articles which have appeared in BROADCASTING • TELECASTING since you published (Dec. 17, 1951) the excellent summary of parts I and II of my report to C. E. Hooper on comparison of ratings.

In the Dec. 24, 1951, issue of BROADCASTING • TELECASTING, there appeared "Correlations," a report of Dr. Roslow's "answer" to my report to Hooper. This "answer" was clearly and obviously penned before Dr. Roslow read the report. It contained a hysterical charge that I had used "a cute psychological trick" with the correlation technique. This charge I do not take lightly.

I assumed that Dr. Roslow would read my report subsequently and publish a retraction. None has appeared so I would like to take this opportunity to correct an impression he may have made.

The facts are these: I correlated the whole range of coincidental and roster ratings and found them fairly high. Dr. Roslow's statement that I did not do this is a sheer fabrication. Because of the peculiarities I found in the distribution of the ratings plotted on what is sometimes called a scattergram, it became obvious that separate correlations on three parts of the scattergram might be made to great advantage. Dr. Roslow seems to be contending that I had no right to make correlations which revealed existing differences. It is axiomatic in science that breakdowns may show facts hidden in the analyzed total.

Dr. Roslow is also reported in this article as taking exception to my use of the term "quota sample"

**Kansas Radio Audience, 1951*

WE START 'EM YOUNG

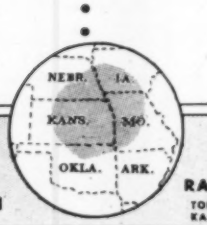
Jimmy here is one of a huge new generation of boys and girls who will grow up into 100% loyal WIBW listeners because we'll be helping Jimmy all the rest of his life.

We start helping Jimmy during his school days and carry on through his 4-H Club and Future Farmer activities. The time soon comes when Jimmy—like his parents and grandparents—*depends* on WIBW for weather, markets, news of new developments, and advanced farming practices.

WIBW's state-wide preference among the *present buying generation** gives you IMMEDIATE RESULTS and lays a solid foundation for *future* sales.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO
TOPEKA, KANSAS

in connection with his roster. Both in this article and in his Pulse reports, Dr. Roslow states that he uses a "probability sampling-cluster design." I feel sure that in stating he uses "probability sampling-cluster design," Dr. Roslow has no intention of leading the uninitiated to believe that his roster ratings are based on a probability sample of homes. However, without some clarification of the meaning of the phrase "probability sampling-cluster design," readers of the article and of his reports may be mildly confused.

What Dr. Roslow says when he uses this phrase is that he has drawn up a group of areas into which he sends his interviewers and that he had chosen these areas using the probability theory. Such a method of selecting areas in which to collect interviews has no bearing on my statement that he employs a "quota" sample. I used the term to indicate the kind of sample where the interviewer gets a certain number of interviews, makes no call-backs of homes where no one is found at home on the first visit and throws out of the sample all dwelling units in which no one is home.

So long as Dr. Roslow does not try to crawl under the blanket of samples of known probability, I won't argue about the name he gives his alleged sampling procedure.

The second item on which I wish to comment is the two-page advertisement which appeared in the Jan. 14, 1952 issue of BROADCASTING • TELECASTING signed by Stanley G. Breyer of radio station KJBS. I object to this advertisement for the following reasons:

1. My "great capacity and integrity" cannot be established by advertising, nor do they require such support.

2. The advertisement states, among other things, that I demonstrate that the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent. I did not demonstrate this. Rather I developed such an hypothesis. To demonstrate that the hypothesis is true or false requires certain experiments which I also outlined in the report.

3. There appeared at the bottom of the advertisement, the names of all the members of the Test Survey Committee. This may have confused some readers. I should like to make it clear in that case that I had no knowledge of this advertisement until after it appeared in your magazine.

In closing may I suggest that instead of a trial-by-press of how I was appointed to the Test Survey Committee and defenses of my report by advertising, we follow the suggestions made in the report and do some experiments.

Roslow and Hooper both committed themselves at one time to a research test in the San Francisco area. I objected to that test as inadequate, as did other members of the Test Survey Committee. May I suggest that the funds which might have been used in the San Francisco study be used for an experiment designed to test my hypothesis 6: That the roster may produce confusion in the minds of respondents which results in inflation of roster ratings for low rating programs and deflation for those of high rating programs.

I have consulted Mr. Hooper on this matter and he is willing to bear his share of the cost. Since Mr. Breyer is so deeply interested in this subject, perhaps he, too, will contribute a third.

Matthew N. Chappell
Head of Dept. of Psychology
Hofstra College
Hempstead, L. I., N. Y.

* * *

Back to the Farm

EDITOR:

Those of us in farm radio appreciate the stress that you have put on farm broadcasting within the past couple of months.

As we follow the trend in radio, with Class A time turning into Class C time and vice versa, plus the impact of television, we believe that this kind of service to the industry is mighty valuable.

Mal Hansen
Farm Service Director
WOW-AM-TV Omaha

* * *

Will Dis-employ 60%

EDITOR:

Your article in the Feb. 4 issue of BROADCASTING • TELECASTING by William C. Grove was read here with great interest. Your description of Mr. Grove as a man of ingenuity, however, is hardly complete.

Mr. Grove and the NARTB, if successful, will put 60% of the licensed first class operators out of jobs. This is just another move to enable the broadcasters to get out cheaper.

In the previously successful effort, by NARTB, to get the FCC to amend the rule so that other than men with first class license could be employed, NARTB pointed to a shortage of operators. However, there was not at that time, nor is there at this time, a shortage of first class operators. There is a shortage of men who will work for the starvation wages being offered by these same stations who cry "shortage." . . .

George E. Webb
Greenville, N. C.

* * *

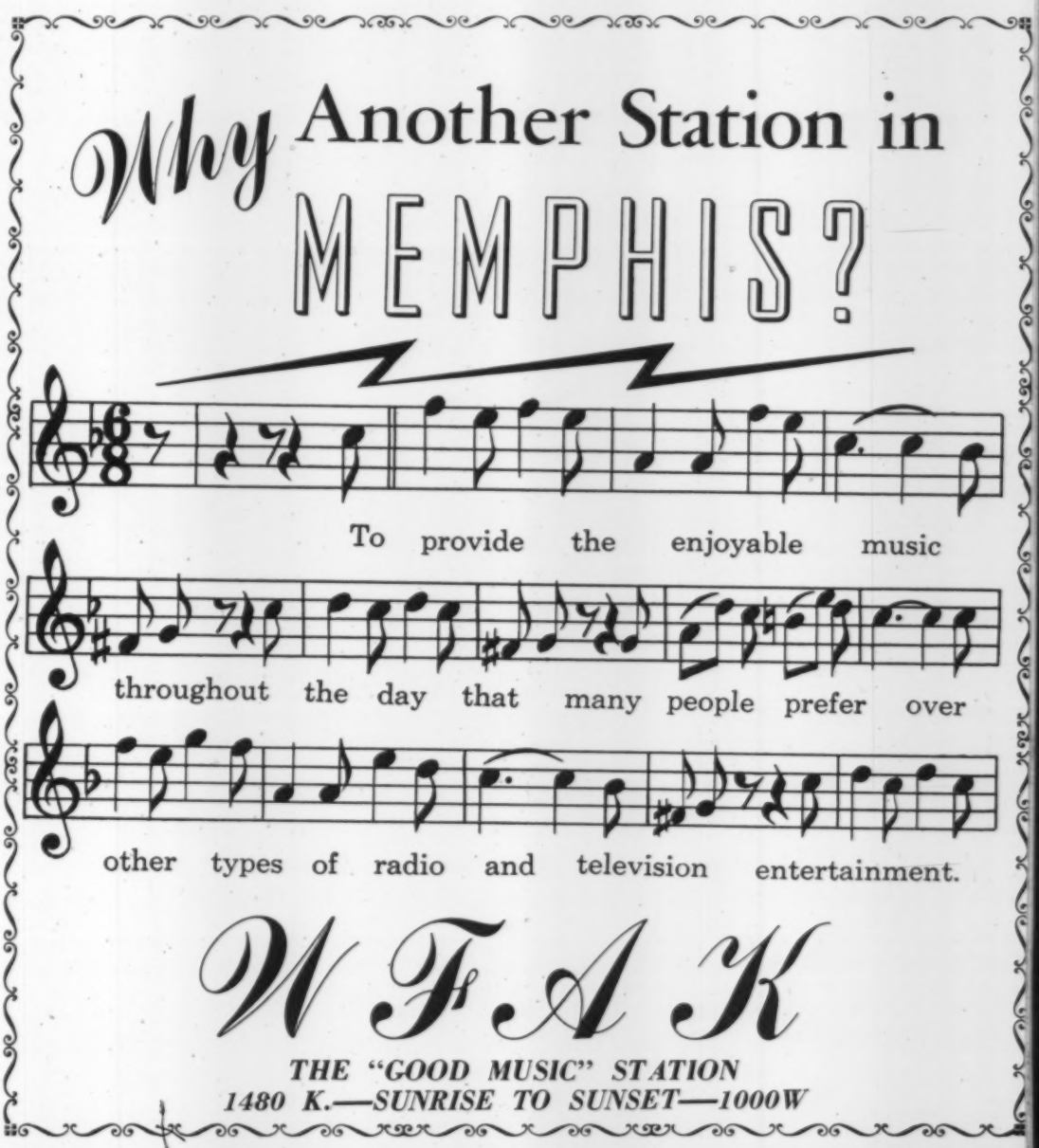
Labor Troubled

EDITOR:

For the past seven years I have thrilled to the excellency of reporting achieved by BROADCASTING • TELECASTING magazine; therefore I was shocked at your false report of the current WBIG [Greensboro, N. C.] labor dispute. . . .

In your report of the WBIG strike on page 38 in the issue of

(Continued on page 48)


Why Another Station in
MEMPHIS?
To provide the enjoyable music
throughout the day that many people prefer over
other types of radio and television entertainment.
WFAK
THE "GOOD MUSIC" STATION
1480 K.—SUNRISE TO SUNSET—1000W

Open Mike

(Continued from page 47)

Jan. 28 BROADCASTING • TELECASTING stated that NABET struck "without warning." This statement is false. NABET notified management 170 days ago that it was prepared to strike, but that no strike was planned or contemplated "at that time." And in compliance with law, NABET issued a notice to the Federal Mediation and Conciliation Service and the North Carolina State Conciliation Service in August 1951 that a serious dispute existed. Such notice authorized the union to strike 60 days thereafter if the dispute had not been settled. We negotiated 150 days before striking.

B•T reported . . . that "substantial agreement had been reached on increases." This statement is false. No idea even resembling an agreement has been reached. Wages for most of the employes have not been raised one penny since 1945.

The WBIG dispute developed when Mr. [Mortimer H.] Freeman [Atlanta attorney representing the station] asked the announcers to assume the extra duties of a control board operator, transmitter technician, evening receptionist, local news reporter, traffic manager and copy writer—all operations to be performed simultaneously. Also the announcers were ordered to handle the recording and control board operations and announce while recording two programs for future programming and running one program live—all operations to be performed by one announcer at the same instant.

Such an operation began driving us stark, raving mad. . . .

These are facts which prove that NABET issued ample notice of a strike potential, contrary to the WBIG report. Also it should be clear that no agreement about any wage increase ever was reached, equally contrary to the WBIG report. . . .

Frank M. Lokey Jr.
Announcer-Disc Jockey
WBIG Greensboro, N. C.

* * *

Burned Out, Burned Up

EDITOR:

. . .On Friday afternoon, Jan. 25, WARA Attleboro, Mass., had a regional scoop in their hands but couldn't get rid of it. Minutes after a $3,500 holdup, the story was reported as an initial bulletin, but it died right there.

The news editor went to the scene of the holdup and sent back a blow by blow report of the police chase of the gunmen. He reported also to the UP wire in Boston which immediately sent it out as a regional bulletin.

What the editor didn't know was that back at the studios everyone was pulling their hair watching their story come in over the UP wire. They were unable to do anything about it. A burned out condenser in the transmitter had put the station off the air for an hour and a half . . . while every other station in the area scooped WARA on its own story. Who invented condensers anyhow?

Henry J. Ottmar
WARA Attleboro, Mass.

* * *

Brotherly Love

EDITOR:

This is the first time I have written a fan letter to BROADCASTING • TELECASTING because of an advertisement. It is a very encouraging sign to us FM-only broadcasters to see an AM station buy a full page ad [B•T, Jan. 28, page 3] for the purpose of telling the virtues of their FM affiliate.

I would like to congratulate WSGN and WSGN-FM in Birmingham for recognizing the value of their duplicating FM station.

Those of us only in FM have some wonderful audience response and sales success stories, too, but an FM success story always sounds a little bit more impressive coming from an AM station.

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Required Reading

EDITOR:

In the rush of winter quarter duties, I have neglected to tell you how much I appreciated . . . the Nov. 19 article, "How To Stay Out of Jail."

This article has been most helpful in my Laws of Communication class which I teach here at the U. of Georgia. . . .

Tyus Butler
Associate Professor
Henry W. Grady School of Journalism
U. of Georgia

* * *

'Tain't Funny

EDITOR:

Radio is not on its last legs by a long shot, that's for sure. Then why do so many radio "luminaries" —and their writers—insist on biting the mike that feeds them?

I refer to remarks such as "Our guest star next week will be Miss Superhet Decibel, if radio lasts that long." Crosby, Hope, Marx and others have been guilty. If people hear such "jokes" often enough, they soon stop laughing and start believing. If entertainers persist in such prattle, they're likely to talk themselves right out of a job. . . .

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short.* Wrap it up with WSBT radio.

30 Years on the Air

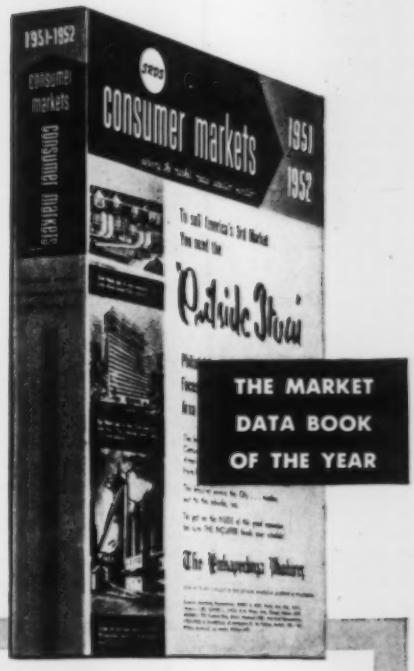
WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

how "consumer markets"

can help you sell more national advertising



this is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.

Account executives drafting original proposals . . . or defending recommendations.

Research directors making comparative market studies.

Media directors with lists to plan and prepare.

Sales managers with market development plans to work out.

The data in CONSUMER MARKETS tell *what* your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage . . . to show *how* your station serves the trading area, *why* it does a job in its market.

CONSUMER MARKETS users call these advertisements Service-Ads, when they *serve* the ultimate aim of the users —which is to pick the stations that best cover the people who can buy their products.

Your *market* story is already in CONSUMER MARKETS. Isn't that the natural place for your *coverage* story, too? More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information . . . but it is *never* used without an underlying purpose—*the purpose of finding the best way to reach the right people in the markets selected.*

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.

SRDS

consumer markets

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTHOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York · Chicago · Los Angeles

Here are a few of the ma[illegible] fi[illegible] ati[illegible]

KSD
ST. LOUIS, MO.

WNOX
KNOXVILLE, TENN.

Stations are adding their signatures.....

JOINING THE FIGHT

to drive Communism from our shores!

HE FOUGHT COMMUNISM!
For nine agonizing years MATT CVETIC listened in on the communist top secrets and pipelined them to the F. B. I.!

ations hiring THE MOST PROVOCATIVE PROGRAM ON THE AIR TODAY!

WTIC HARTFORD, CONN. · WFBM INDIANAPOLIS, IND. · WMC MEMPHIS, TENN. · KGW PORTLAND, ORE. · KVOO TULSA, OKLA.

KWKH SHREVEPORT, LA. · WABI BANGOR, ME. · WJBO BATON ROUGE, LA. · KGNC AMARILLO, TEX. · WKOW MADISON, WIS.

WAS A COMMUNIST FOR THE F.B.I."

He learned a hundred secrets and each one worth his life!

EACH HALF-HOUR A COMPLETE EPISODE!

Starring

DANA ANDREWS

who *LIVES* this dynamic role!

WRITE, WIRE OR PHONE FOR LIST OF SPONSORS WHO ARE AIDING STATIONS IN THIS DRIVE!

NEVER BEFORE IN HISTORY HAVE STATIONS HAD OPPORTUNITY TO RENDER SUCH PATRIOTIC SERVICE!

AUTHORITATIVE! POWERFUL! COMPELLING!

FREDERIC W ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6 OHIO

NEW YORK · HOLLYWOOD

editorial

TV's 'A-Day'

THE TV traffic in Washington these days is terrific. The FCC is the focal point, via the lawyers and engineers plying in the legitimate TV trade. Then there are the politicians and a sprinkling of influence peddlers dealing in TV blue-sky, of which there is an excess.

And this is only the beginning. The attraction is A-Day—that momentous occasion when the FCC hands down its "final" allocations. Unveiled will be the new mosaic of TV assignments—600 VHF and 1350 UHF station locales, probably more than less—to provide a "truly nation-wide competitive service."

Those making the Washington pilgrimages are seekers of information. They hunger for the tiniest morsel.

The pilgrims are a mixture. There are many broadcasters, who regard TV as a must in their future. There are many educators, sniffing around the fringes for their coveted "reservations" and most of them with little more than the urge and a prayer to back them up. There are newcomers by the score, who want in on the TV "bonanza"—business men, oil tycoons, advertisers, agency men, publishers and, as always, the inevitable promoters.

The engineers and lawyers are operating on a scale reminiscent of the post World War II era, when everybody wanted to barge into AM and FM and almost everybody did, to the chagrin of many. The practitioners are preparing applications in anticipation of the thaw and of the 60 to 90 day "waiting period" during which applications can be filed in consonance with the new allocations.

The FCC is doing its utmost to plug up every legalistic hole—even to the extent of writing separate "decisions" to cover each of the some 1,500 pleadings filed in these prodigious proceedings. The Commission is turning deaf ears to all entreaties, political or otherwise.

The members of the FCC know this job is fraught with more potential controversy than anything they have ever tackled. It could make the color fight look like a side show. Literally billions in public investment in receivers and in transmitting plants are involved.

A-Day is just the first phase. It covers the allocations pattern and the rules of the game. In the competitive hearings there will arise the vexatious issues of public policy. Are motion picture owners qualified in the light of past anti-trust litigation? What about the newspaper applicant against the non-newspaper (the FCC already is on record in favor of the non-newspaper, all other things equal)? How about the newcomer? The absentee? The interrelated question of theatre television? Can applicants in the same community owning competing radio stations merge their TV interests without committing duopoly?

What the FCC has before it, aside from the technical task, is the molding of a national policy for TV. Realizing the magnitude of the task, it is asking for additional money from an always economy-bent Congress. We have consistently questioned the need for more money for the FCC, holding that internal reorganization and cutting of red tape could achieve needed economies. This time, however, we are disposed to agree it has a valid case.

It would be sheer folly if large areas were deprived of desired service because of a mere $200,000 more for broadcast activities.

Intoxicated by Politics

MOST BUSINESS men, including broadcasters, appear to be oblivious of the cruel fact that their very business freedom is on the line in Congress.

The vehicle is the Johnson-Case Bill (S 2444) to prohibit the advertising of hard liquor on the air. Because the substance of the bill is so narrow, hitting only distilled beverages and only advertising on the air at that, it is being given but fleeting attention.

There is even ominous caution from the trade association areas. Either they do not recognize the lethal charge behind this loaded bill, or they are unwilling to risk the ire of its authors at this stage.

There's apathy and inertia in the ranks of broadcasters, who may seem to think that it's the same old story of the blue-nosers in quest of a will-o'-the-wisp.

We wish that were so. The stark truth is that American broadcasting is confronted *today* with the most dangerous legislative assault upon its sanctity in many years. And all other media as well as many advertisers are directly in line for similar treatment.

The reasons for alarm are several. First, this is an election year. Whether Republican or Democrat, the politician thinks in terms of the vote next November. Second, the drys are organized. They are swarming over the Capitol ringing doorbells, filing petitions, threatening, cajoling, entreating. Third, the opposition hasn't even gotten off the ground.

Any informed observer, who knows the political ropes, will tell you that there are ample votes on the Senate Interstate & Foreign Commerce Committee to report the Johnson-Case Bill favorably, as things stand today. The drys have served notice that this is only the beginning. They want to ban *all* alcoholic beverage advertising from *all* media. More than that, they want to ban *all* alcoholic beverages. In a word—prohibition.

One has but to read the testimony before the Johnson committee to get the drift. It is directed almost entirely against beer, since liquor advertising is non-existent.

If the battle is lost in committee, the drys will be well on their way toward winning the war. Less than two years ago, a vastly stronger bill—to ban all alcoholic advertising in all media—was defeated in committee by the narrowest of margins, seven votes to six.

Here the approach is to single out radio and TV as the easy marks and to ban liquor from the air only. The strategy is about as opaque as a plate glass window.

If the reformers succeed, Congress then would be in the position of picking the pockets of broadcasters to the tune of an estimated $25 million. But that's a bagatelle as against the hundreds of millions that would be lost to other media *when* the ban is extended. And if the prohibitionists should achieve their ultimate goal, Uncle Sam's exchequer would be robbed of billions in taxes and state treasuries would suffer in ratio.

A frontal attack at this late date and in an election year appears to be the only way to convince the Senate Committee that it is playing with dynamite. A prosaic presentation on the merits can't possibly lick the drys.

Every broadcaster, publisher, advertiser and agency should exert every effort to defeat the discriminatory Johnson-Case Bill *in committee*. The demand must be for an open ballot (no secret or sub-rosa vote) in committee.

If you are concerned about freedom of the media of information, if you are interested in preserving free enterprise, if you value the future welfare of your own business, you will call the Senator you know best NOW. And you'll write, wire or button-hole all others.

our respects to:

PAUL DOBIN

IF ANYONE is to be considered the architect of the nation-wide TV allocation system soon to be announced, it is Paul Dobin, chief of the Rules and Standards Division of the FCC's Broadcast Bureau.

An ordinary man might buckle under the combined weight of Mr. Dobin's title and the monstrous paper work entailed in preparing the allocations plan, but Mr. Dobin, who weighs 230 pounds and is 6 feet, 1½ inches tall, walks easily beneath his burdens.

During the height of last fall's "paper" TV allocations hearing—when legal briefs were flooding into the FCC—the hulking Mr. Dobin was seen one evening in the halls of the New Post Office Bldg. (where the FCC has its offices). He was on his way home, carrying a bulging brief case and an armful of bright-jacketed mystery novels.

Two of his colleagues saw him encumbered this way. One turned to the other.

"There goes Dobin," he said, "with a case full of TV papers. And, after he's through with those, he'll probably sit up half the night reading those books."

For weeks now, Mr. Dobin and his staff of lawyers-engineers-accountants have been working nights and weekends, pushing to get the Sixth, and final, TV report out — before March 1.

He's been driving himself. And, he's been driving his men.

That's bound to make him, if not disliked, not exactly loved.

And, because he's the kind of a guy he is, he doesn't give a hoot. It's the job that counts.

In his brief 34 years—he'll reach that age Feb. 20—it has always been the job that counted.

Scholastically, he rang the bell when he attended the only public preparatory school in the U. S.—Townsend Harris High School in New York City. In scholastic circles, Townsend Harris (which is no longer in existence) was considered the equivalent of such top level secondary schools as Boston Latin, for example.

In 1938, Mr. Dobin got his B.A. from New York's City College and in 1941 his law degree from Harvard Law School. He was graduated from both *cum laude*. And Phi Beta Kappa, of course.

At City College, he won honors in government. At Harvard, he was note editor of the *Harvard Law Review*.

In 1941, he was admitted to the New York Bar. He was ready to begin as most young

(Continued on page 84)

The Food Station in the Philadelphia Market!

The track's clear for food advertisers interested in the Philadelphia market-area. Route your advertising dollars through KYW.. open the throttle.. and you'll soon arrive at the results you want!

Plenty of conductors—*with a punch that's proved!* To make sure of a safe arrival, you can count on the experience of favorites like Ruth Welles (9:30 AM and 1:30 PM, Monday through Friday), or Anne Lee (whose "Notebook" attracts a growing audience from 1:00 to 1:30 PM), or several others on the talent-list of this dominant Philadelphia medium.

You travel in good company. More than a hundred leading food advertisers make KYW their regular ticket in the Philadelphia area. Like you, they're interested in a gorgeous hunk of scenery.. $1,832,000,000 in food sales, within the counties from which mail is regularly received by KYW!

Make reservations now at KYW, or through Free & Peters. The signal is in your favor all the way!

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

A Portable Mixer for
AM-FM-TV

The new ALTEC 220A

This new portable mixer has been designed specifically to fulfill all the requirements and desires for the ideal broadcast mixer for field use. Wonderfully compact (no larger than a portable radio) the 220A has four microphone preamplifier mixer channels, a master volume control and a large illuminated VU meter. The black luggage case has provision for the storage of headphones and cables and a rack for a complete set of spare tubes. No other portable mixer incorporates all the features of the ALTEC 220A, yet no other portable mixer gives as much for the money as the ALTEC 220A.

★
Broadcast Quality
★
Low Cost
★
Compact
(23" x 12" x 6")
★
Light Weight
(less than 27 lbs.)
★
AC or DC
(can be operated from battery supply)
★
Output impedances of 150 or 600 ohms
(switch controlled)

Distributed by GraybaR ELECTRIC COMPANY

ALTEC
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

MATERIALS

NPA Issues Repo On Project Actio

RADIO-TV station and related projects valued at $13,103,721 and cov ing 28 applications seeking building materials for the first quarter 1952 were filed with NPA through mid-December last year.

Of the 28 applications, five were approved, five were ruled exem from NPA control and 18 others were denied, according to the agency's first official compilation of construction action released last Friday.

The $13 million-plus figure confirmed unofficial estimates reported in previous issues of BROADCASTING • TELECASTING in which the grants and denials were listed [B•T, Jan. 28; Dec. 24, 1951]. Community TV antenna projects were included. (Also see separate story page 41.)

The breakdown noted that 77.4% of all construction bids were denied for the first quarter compared to 63% for the last quarter of 1951. At the same time NPA authorities said that broadcasters and other firms receiving allotments in this quarter would be given sufficient materials to complete projects already underway, provided copper, aluminum and steel are available after fulfilment of military needs.

Allotments now are being made on project rather than quarterly use basis. Thus, when a broadcaster indicates his requirements for each quarter, he will be given advance quotas for succeeding periods, with delivery in that quarter for which allotment is made.

Hardship Only Exception

In other instances, where construction, remodeling or alteration requiring NPA approval had not started and was not "either directly or indirectly involved in the defense effort," authorization was withheld. Sole exceptions were hardship cases where a facility had been destroyed by fire, flood or other disaster.

Despite this factor of construction not yet commenced, early recipients of TV station grants, once FCC lifts the freeze this year, are expected to face no difficulty in starting construction or obtaining equipment preparatory to going on the air [B•T, Feb. 4].

Of particular significance in the NPA breakdown is the observation that no aluminum was allocated in the approved quotas. Many of the 28 applications requested this metal.

The official construction breakdown for January-April is based on applications submitted to NPA's Construction Controls Division, which retains jurisdiction over radio and television cases as a housekeeping measure. Broadcasting is lumped with commercial, religious, entertainment and community fields, though the industry actually is classified as industrial.

This entitles broadcasters to write their own orders for smaller quantities of materials—25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum in any one quarter. In cases involving lack of a component to complete the project or "minor capital add tions," two tons of carbon ste and 200 pounds of copper may obtained on priority.

The NPA compilation liste radio and TV projects in the soci and recreational building categor The five approved cases involve estimated construction cost of $ 961,805; five exempt, $172,500, an the 18 denials, $2,969,416.

In the 28 radio-TV application filed, requirements called for 4,21 tons of carbon steel and 1,954 ton of structural steel, used in broad cast towers. Total copper soug amounted to 80,780 pounds. Othe allotment figures for radio-TV:

Five approvals—Total carbon ste 3,522 tons including structural, 1,84 copper, 26,500 pounds.

Eighteen denials—Total carbon ste 694 tons including structural, 105 ton copper, 54,280; aluminum (rejected 3,600 pounds.

Copper category was broken dow into brass mill, wire mill and foundr products. Overall, the Construction Controls Division allotted 26,283 ton of carbon steel, including 7,522 tons o structural, and 1,076,282 pounds o copper.

There were other developments last week on the materials fron involving applications by radio-TV set manufacturers for controlled materials. NPA said it would mai out CMP-4B forms for use during the third quarter of 1952. Manufacturers may file for materials to make radio-TV receivers, transmitters and other broadcast equipment with the office from which they obtained second-quarter quotas.

Like broadcasters, manufacturers also may self-authorize limited quantities of steel, copper and aluminum. Firms have been slow to take advantage of this provision, however, for two major reasons: (1) The small amounts which they could order and (2) the production-inventory situation in the receiver industry.

Manufacturers are not permitted to receive more than their respective average quarterly use during 1950 to take advantage of self-authorization procedures, or if they do not compute on the 1950 basis, are limited still further on materials.

Forms must be filed not later than March 1, NPA emphasized.

New Coastal Studios

COASTAL RECORDING Co., New York, has rebuilt its studios and control room, designed expressly for use of advertising agencies and radio producers. An independent work bench and "talk back" for directors and their staff has been established plus additional acoustical treatment. Arthur Shaer, managing director of the company

HERE'S A

Esther Van Wagoner Tufty

SAMPLE SCRIPT:

WOMAN BROADCASTER:
(local)

At a swish Washington dinner the other night, Senator James Duff was asked: "If the Republicans lose in 1952, will THAT be the end of the Republican Party?" The Pennsylvania Republican (who is convinced General Eisenhower will be both NOMINATED and ELECTED) answered . . . with a grin . . . "No, but it's the last call for dinner."

Three other Senators had a lot to say at that same dinner.

The Republican Senator from Maine, Owen Brewster, a "Taft man," said: "I don't think Eisenhower is qualified to be a good President any more than I think Senator Taft would make a good Chief of Staff."

A Democratic Senator from Connecticut . . . Brien McMahon . . . was asked: "Is 20 years too long for one political party to stay in power?" The answer came quickly . . . "THAT depends on whether you are 'in' or 'out'. . . . The American voters are like stockholders in a corporation and if their Board of Directors is doing a good job, they keep it . . . and, at least, before making a change, they take a look at the awful alternative."

Senator Paul Douglas of Illinois was put on the spot as a Democrat-for-Eisenhower by the question: 'Do Generals make good Presidents?" He said . . . "It depends on the *man*. . . . One of the big problems in politics is getting discordant elements to work together and Eisenhower has proven himself a genius at THAT."

* * *

The French Foreign Minister . . . Robert Schuman . . . can talk humorously . . . when he's *not* discussing his famous Schuman Plan.

A bachelor, he had an answer when someone in Washington dared ask: "Why aren't you married?"

He said . . . "When I was young I decided NOT to get married UNTIL I found the *ideal woman*. Then I found her. Regretfully, however, she was looking for the *ideal man*!"

more . . .

(IF you write "The Duchess"—Esther Van Wagoner Tufty—for her five minute, five days, five dollars—weekly script service.)

ESTHER VAN WAGONER TUFTY
NEWS BUREAU
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
NATIONAL 3335
Covering Washington Since 1934

front office

AMON CARTER Jr. elected president of Carter Publications Inc., Fort Worth, owner of WBAP-AM-FM-TV same city. He succeeds his father, **AMON CARTER Sr.**, who was elected chairman of the board and continues as publisher of *The Fort Worth Star-Telegram*.

WALTER DENNIS, radio-TV director of Allied Stores Corp., N. Y., to WJIM Lansing, Mich., as sales manager replacing **ROGER UNDERHILL**, sales manager for WJIM-AM-TV, who will devote full time to the television station in same capacity.

BILL LARIMER, account executive, KECA Hollywood, promoted to manager of national spot sales, ABC Hollywood.

H-R REPRESENTATIVES Inc., N. Y., named by WOR-AM-TV same city to represent the two outlets on the West Coast. **HAROLD LINDLEY** and **JAMES ALSPAUGH** of H-R Reps.' Hollywood and San Francisco offices, respectively, will act as representatives.

RICHARD R. LEVY, sales staff, KXL Portland, Ore., to KEX same city as account executive.

KENNETH COOPER, WDRC Hartford, Conn., to WORC Worcester, Mass., as commercial manager.

WARREN STOUT, sales manager, KSEK Pittsburg, Kan., appointed sales manager at KRES St. Joseph, Mo. **CHUCK QUILLIAN**, KHMO Hannibal, Mo., to KRES sales staff.

ROBERT J. RICH, commercial manager, WREX Duluth, Minn., named general manager and **W. H. LOUNSBERRY** appointed assistant treasurer.

NATIONAL TIME SALES, N. Y., appointed by WARL Arlington, Va., as station representative.

H. P. NESBITT, general manager and director of engineering, WNAV-AM-FM Annapolis, Md., has resigned. Future plans have not been announced.

DON D. CAMPBELL, sales manager of WBRC-AM-TV Birmingham, Ala., resigns after 17 years with organization. Future plans were not announced.

S. L. ADLER, account executive with WLW Cincinnati and former representative of Frederic W. Ziv Co., and **WALTER C. NEWTON Jr.**, account executive, WMGM New York, to WOR-TV New York as account executives.

FREE & PETERS, N. Y., appointed national representative for WIRE Indianapolis, effective March 1.

JOSEPH M. WEISENBERG to spot sales staff, ABC O&O radio stations.

DICK CARTER, Detroit TV disc jockey, named general manager of WAJL (FM) Flint, Mich.

DAVID GROSS, DuMont Network account executive, to CBS Television Film Sales, N. Y., in similar capacity.

DANIEL RUGGLES III, WCCM Lawrence, Mass., account representative, named commercial manager. **JOHN O'LEARY** will assume the representative position.

McINTOSH & INGLIS, consulting radio engineers, announce removal of their offices to the Wyatt Bldg., Washington.

ERIK PAIGE, WCAV Norfolk, Va., announcer, transfers to sales force as account executive.

RALPH GLAZER, assistant sales service manager, KNX Hollywood and Columbia Pacific Network, named manager replacing **DICK JOLLIFFE**, who becomes account executive.

ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn.,

(Continued on page 86)

Esther Van Wagoner Tufty

wrote you a letter this week about her $1-a-script service that gives the smart woman on your staff spritely, exclusive copy to lure sponsors, and keep them sold.

◀ See sample script—

Esther Van Wagoner Tufty

gives your radio station a noted Washington news correspondent of your very own . . . dubbed "the Duchess" by TIME, Inc.

◀ See sample script—

Esther Van Wagoner Tufty

writes BIG news for women—
Politics . . . a million more eligible women voters than men.
Taxes . . . Family budget.
Korea . . . her son.
Inflation . . . thrift at home.
writes the LITTLE news, too . . . Anecdotes . . . about front page personalities—(the Duchess calls 'em by their first names.)

◀ See sample script—

Esther Van Wagoner Tufty

has sponsor-tested "The Duchess Series" in three markets and it's called "a lot for a buck in 5 minutes." Send $25.00 for 25 daily scripts.

◀ See sample script—

ESTHER VAN WAGONER TUFTY
NEWS BUREAU
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
NATIONAL 3335

◀ See sample script—

WCFM (FM) CHANGES

Loeb Succeeds Bernstein

RESIGNATION of George A. Bernstein as general manager of WCFM (FM) Washington and appointment of Leon Loeb as his successor was announced last week. Ray Wilson, of the sales and program department of WGMS-AM-FM Washington, was named WCFM commercial manager.

Mr. Bernstein, WCFM manager since April 1949, has accepted the post of assistant to the vice president and general manager of Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington. He will continue to manage the WCFM Recording Corp., producer of long-playing classical discs, which is affiliated with the station.

Mr. Loeb owns and manages Sound Studios Inc., Washington. Wallace J. Campbell, president of the Cooperative Broadcasting Corp., licensee of WCFM, said that joint use of facilities and personnel by WCFM and Sound Studios Inc. will permit WCFM to operate at approximately $1,000 less a month than it now does.

NEW STUDIOS for CBW Winnipeg and Canadian Broadcasting Corp. regional headquarters at Winnipeg are being prepared in a building at Portage and Young Sts., recently purchased by CBC. Present lease in Manitoba Telephone Bldg. expires in June 1953 and CBC then will move into its own Winnipeg building.

air-casters

FELIX MEYER, manager of operations, WFIL-TV Philadelphia, named WFIL program manager.

BILL KALAND, script editor, WNEW New York, named manager of scripts and production. **HERMAN ARBEIT**, script staff, becomes script editor.

MEL MOSS, writer-producer of TV agency shows in Detroit, to WAJL (FM) Flint, Mich., as promotion manager and program director.

PAT STEEL named advertising and promotion co-ordinator, NBC radio, New York, and **CLYDE L. CLEM** appointed to supervise audience promotion.

HARRIET CROUSE, MBS West Coast publicity director, on extended leave of absence.

FRANCES PILLSBURY, Stanford U. graduate, to KGO-TV San Francisco as assistant on *Let's Look at Books* program.

BUD SHERMAN, sports announcer, WBAP Fort Worth, certified a football official in the Southwest Football Officials Assn.

FRANK QUATTROCCHI, publicity staff of American Red Cross blood program, Los Angeles, and **ACKLEY (Jack) SCHUYLER**, publicity staff of Trans World Airlines, New York, to NBC Hollywood in similar capacities.

SANDY DAVIS, WICA Ashtabula, Ohio, to WHHH Warren, Ohio, as staff announcer replacing **JOHN FRITZ** who moves to WFJM Youngston in same capacity.

MEL LEEDS, music library staff, and **MURRAY CRUMMINS**, continuity director, WARC Rochester, added to station's production staff.

LEE RICE, KWB Hutchinson, Kan., to announcing staff of WIBW Topeka.

JACK HARVEY, HOWARD BLAKE and **CARL GASS** have been signed to write CBS-TV Hollywood *Al Pearce and His Gang* show.

ED JENKINS, KOEL Oelwein, Iowa salesman, promoted to program director. **DORIS RUBSAM** added to the station's staff as head of the bookkeeping department.

LARRY PICUS, disc jockey, WCCP Savannah, Ga., named promotion-production manager.

BOB IRVING, announcer-disc jockey, WMAY Springfield, Ill., appointed chief announcer at KRES St. Joseph, Mo.

LEE CARRAU, KGO-TV San Francisco director-producer, to KTTV (TV) Los Angeles in same capacity.

WALTER E. WOLAVER, advertising manager, Gallaher Drug Co., Dayton, Ohio, to WHIO-AM-TV same city, as merchandising director and supervisor of commercial continuity.

MACK THOMAS, announcer, CKFH Toronto, to CKEY Toronto in same capacity.

JANE STANFIELD, star of WMPS Memphis *Coffee With Jane*, awarded certificate of merit from Memphis American Legion Post #1 for outstanding service to the Legion's Americanism program.

RICHARD BENNETT, stage manager, NBC-TV Hollywood, father of a girl, Maura Elizabeth, Jan. 30. Mrs. Bennett is **CHARLENE HAWKES**, NBC Hollywood singer.

RUTH DAMON, promotion department, *Atlanta Journal*, to publicity and promotion staff of WSB-AM-TV, same city.

GEORGE WILSON, announcer, CHML Hamilton, to CKFH Toronto.

MEL VENTER, KFRC San Francisco program director, named radio man of the year by the San Francisco *Examiner* and **DEAN MADDUX's** *Sidewalk Reporter*, aired on same station won newspaper's favorits program poll.

MARY ELY, School of Radio Technique, N. Y., to WTWN St. Johnsbury, Vt., as continuity writer.

ROY STOREY, sports director, KBOX Modesto, Calif., will broadcast all games for Modesto Reds, California State League, for 1952.

TOMMY GUMINA, accordionist on KNBH (TV) Hollywood *Harry James Show*, signed to contract by Columbia Pictures.

BARTLETT ROBINSON, N. Y. stage and radio actor, assigned leading role of Jim Donnolly on ABC Radio *Valiant Lady*, daytime series.

WIP ROBINSON III, program director, KNUJ New Ulm, Minn., named to the Civic and Commerce Committee on National Affairs.

ADDLEY VADEN, WHIO Dayton, Ohio, to WVSC Somerset, Pa., as women's editor.

FRED CLARK, who portrays Harry Morton on CBS-TV *George Burns and Gracie Allen Show*, assigned role in Twentieth Century-Fox film, *Dream Boat*.

JOE CAMPBELL, announcer, WTC Staunton, Va., joins WMAL-AM-T Washington in similar capacity.

PEGGY SAMII, San Francisco Advertising Checking Bureau, to KCBS San Francisco accounting department.

PATRICIA MacINNIS, operations department, WJBK-TV Detroit, named station's director of promotion and publicity.

SYLVIA DOBLE, CBS Television, New York, and **ARTHUR C. STRINGER Jr.**, promotion and publicity manager WFMY-TV Greensboro, N. C., are to be married in June.

ED STEVENS, promotion director WERE Cleveland, father of a girl Nancy, Jan. 22.

GEORGE WANN, promotion director KOIN Portland, Ore., father of a boy Mark Edward, Jan. 31.

ARTHUR E. PATERSON Jr., director of public affairs, WHLI Hempstead L. I., father of girl, Jan. 30.

JIM GIBBONS, sports director WMAL-AM-TV Washington, father of boy, Thomas Mills, his fifth child.

News . . .

JERRY FREDERICKSON, KING Seattle, to WHHH Warren, Ohio, as night news editor.

STAN RONALD, news editor, WLPM Suffolk, Va., to KOEL Oelwein, Iowa, in same capacity.

JOHN R. FAHEY, KGA Spokane, Wash., news editor, and **CAPT. PATRICK J. CULLEN**, on military leave from station as head of the news room staff, will instruct city's first class in public relations commencing Feb. 12.

KEN KANTOR, assistant editor, publicity department, NBC New York, transfers to NBC Hollywood as wire service contact.

JANET TIGHE, secretary to **LES RADDITZ**, manager of NBC Western Division publicity department, to NBC radio, Hollywood, as news editor.

FRED CONKART named news editor at WMBI Chicago. He has been with WMBI for five years.

JACK RYAN, manager of press department, NBC Chicago, elected second vice president of the Headline Club, Chicago chapter of the professional journalism fraternity, Sigma Delta Chi. Directors include **GEORGE HERRO**, publicity manager, MBS; **FORD WORTHING**, Young & Rubicam; **SAM SARANTOPOLOUS**, news writer, NBC and **ELLIOT HENRY**, press manager, ABC.

MARKE RAINES, staff announcer at CKMO Vancouver, B. C., to CKNW New Westminster, B. C., news department.

WNEW New York has introduced singing weather reports Monday through Saturday in morning and afternoon under sponsorship of Taystee Bread. Agency: Young & Rubicam, Chicago.

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

the honey dreamers

A singing group that's rocketed into radio and TV skies. They're featured on hit shows like *Cavalcade of Stars, Stop the Music, Wonderful Town*, and the *Bill Goodwin Show*. The Honey Dreamers are the latest stars to join the many great artists in the

SESAC Transcribed Library

including Jazz, American Folk, Concert, Hawaiian, Novelty, Band, Barbershop, Polka, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.

'BELLBOY' SUIT

Court Hears WJBK Plea

LEGAL battle for right to use the title "Jack the Bellboy" was waged in federal court last week between WJBK and WXYZ Detroit. The title is used by Edmund T. McKenzie, disc jockey, who left WJBK in January after Richard Jones resigned as general manager, moving the program to WXYZ.

Third court session was scheduled Friday before Federal Judge Arthur Lederle, with WJBK asking a permanent injunction to restrain Mr. McKenzie from using the name "Jack the Bellboy." Mr. McKenzie started broadcasting on WXYZ Feb. 4 in the 4-6 p.m. period, Monday through Friday, with a 15-minute extension quickly added. Other extensions plus a weekend period are planned.

WJBK claims it owns the title "Jack the Bellboy" and spent $100,000 in promoting it. Mr. McKenzie says the title actually is a corporation owned by himself; Mrs. McKenzie; Richard A. Connell, Detroit auto dealer; James F. Hopkins (who owned WJBK before selling the station to Fort Industry Co.) and Mrs. Hopkins.

Judge Lederle denied WJBK's first request for a temporary injunction which would have prohibited WXYZ from advertising Mr. McKenzie as "Jack the Bellboy." A second petition of a similar nature, designed to restrain WXYZ from using the name on the air, also was denied.

WJBK told the court Mr. McKenzie's pay had risen from his $6,500 salary as an engineer in 1945 to $69,000 in 1950 and $64,000 in 1951 when he was station vice president. Most of the income came from a per-spot announcement arrangement. Last year "Bellboy" is reported to have brought in $500,000 to the station.

WXYZ argued that George B. Storer, Fort Industry president, had been told at the time he bought WJBK in 1947 that "Jack the Bellboy" was a separate corporation and not included in the purchase. WJBK contended Mr. Storer had been told the corporation had been formed six months before the deal was closed when actually it was formed during the negotiation period.

WJBK last week used other disc jockeys to fill in time vacated by the "bellboy."

WTWN St. Johnsbury, Vt., runs hour long program, *The Carnival of Hits*, from the city's high school dance each Saturday featuring top tunes of the week. Musical introductions are made by the teenagers attending the dance.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

FIFTEENTH anniversary of KGLO Mason City, Iowa, also was the occasion for two new additions to station's 10 Year Club, Jan. 17. New members are Glenn A. Wright (l), studio engineer, and Herbert R. Ohrt (r), executive vice president of Lee Stations (KGLO; WTAD-AM-FM Quincy, Ill.). L to r: Mr. Wright; Roger Sawyer, chief engineer; Henry B. Hook, KGLO manager who resigns Feb. 25 to become publisher of Lee Newspapers' *Davenport Democrat & Leader* (see adjacent story); Carl Olson, engineer, and Mr. Ohrt. Messrs. Wright and Ohrt received wrist watches to commemorate initiation into the 10 Year Club.

BENTON PLAN HIT

NBA Votes Opposition

MEMBERS of the Nebraska Broadcasters Assn. have unanimously opposed enactment of the Benton legislation (S 1579), according to Bob Thomas, WJAG Norfolk, NBA secretary-treasurer.

The association took the position that the Benton measure, including an 11-man citizen program board, "would have the effect of further regulating program content and would involve government censorship and would, in fact, violate the First Amendment to the Constitution."

Copies of the resolution were sent to all Nebraska Representatives and Senators as well as Interstate & Foreign Commerce Committees, to presidents of broadcaster associations in neighboring states and to NARTB officials.

CALIF. CIVIL DEFENSE

Takes Over Mt. Lee Site

STATE Office of Civil Defense, on yearly leasing arrangement made with Don Lee Broadcasting System, has taken over the old television studio and transmitter building atop 1,800 ft. high Mt. Lee overlooking Hollywood.

The structure is being remodelled as a regional center of defense operations headquarters. Transmitter tower will be the sending point for Los Angeles and Orange county defense messages.

The mountain top on May 31, 1931, became site of what is claimed the nation's first experimental TV station. W6XAO, owned and operated by Don Lee Network, transmitted at that time its first TV image and eight months later inaugurated regularly scheduled programs. When W6XAO went commercial and became KTSL (TV), Mt. Lee continued as transmitter site. With CBS acquiring KTSL, operations continued from that site until last Oct. 28. Simultaneously with change of call letters to KNXT, transmitter was moved to Mt. Wilson over-looking Pasadena.

Electronic Brain

A NEW electronic brain, designed and constructed by RCA for the U. S. Navy, will be installed at the Naval Air Development Center, Johnsville, Pa., it was announced Jan. 25. Device is designed to compute test flights of guided missiles before they are actually built. Christened "The Typhoon," the computer has been operated the past year at the David Sarnoff Research Center, Princeton, N. J., by RCA and naval personnel. It has tabulated more than 2,000 "test runs" of new missiles.

HOOK APPOINTED

Leaves KGLO for Lee Paper

HERBERT R. OHRT, executive vice president of the Lee Stations, KGLO-AM-FM Mason City, Iowa, and WTAD-AM-FM Quincy, Ill., will reassume management of KGLO to replace Henry B. Hook, who has accepted appointment as publisher of the *Davenport Democrat & Leader* effective Feb. 25.

Mr. Hook, who served as manager of KGLO for three years, returns to the newspaper field with which he was actively associated prior to joining KGLO. The appointment was announced by Lee P. Loomis, president of Lee Newspapers. Mr. Hook succeeds L. M. Turnbull, resigned.

KGLO is licensed to Lee Radio Inc. with Mr. Loomis as president. Lee Newspaper enterprises, includes the *Democrat & Leader*, *Mason City Globe-Gazette* and other papers. Mr. Hook originally joined KGLO from the *Globe-Gazette*, which then owned and operated that station.

Mr. Hook plans to retain stock interests in KGLO and WTAD. Latter is licensed to Lee Broadcasting. Co. The *Democrat & Leader* also owns a few shares in WOC Davenport, Iowa.

Mr. Ohrt praised Mr. Hook's success in Mason City during a 15-year period in which both had been associated in radio and newspaper work.

RADIO REACHES PEOPLE...
COVER the NASHVILLE MARKET with WSIX
THE NASHVILLE MARKET (53 COUNTIES IN MIDDLE TENNESSEE AND SOUTHERN KENTUCKY) IS COVERED BY WSIX. SEE LATEST BMB REPORT.
Celebrating A Quarter-Century of Service!
Better Buy
NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERRY CO.
WSIX
The Voice of Tennessee's Capital City
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

S. D. CONLEY, sales and engineering department RCA Victor, Camden, N. J., appointed merchandise manager of the company's new air conditioner department. **H. M. MITTELHAUSER** and **R. M. REED** named sales representatives for RCA air conditioners in eastern and southern regions.

F. F. DUGGAN, general sales manager, Avco American Kitchens Div., Connersville, Ohio, appointed assistant general manager of Crosley Div., Avco Mfg. Corp., Cincinnati. **CHARLES K. CLARKE**, assistant general sales manager in charge of field sales for American Kitchens, named to succeed Mr. Duggan.

Mr. Duggan

Mr. Clarke

CAPITOL RECORDS Inc. and Capitol Records Distributing Corp., N. Y., moved executive offices to 1730 Broadway, N. Y. 19. Phone: Plaza 7-7470.

AL MOREY, Schwimmer & Scott, Chicago, has opened his own writing and production offices at 203 N. Wabash Ave.

FRITZ P. RICE, assistant manager, cathode-ray tube division, Allen B. DuMont Labs., named manager of division, effective immediately.

WILLIAM E. FERRAGHER, Arthur Towell Agency, Milwaukee, to Magnecord Inc., Chicago, as assistant advertising manager.

allied arts

LOS ANGELES COUNCIL, West Coast Electronic Manufacturers' Assn., has gained six new members bringing local membership to 69. They include Electro-Cap Inc., Dielectric Labs Inc., Pacific Electricord Co., all Los Angeles; Hopkin Engineering Co., Altadena; Perkin Engineering Corp., El Segundo, and Rytel Electronics Mfg. Co., Inglewood.

EMERSON WEST COAST Corp., San Francisco, subsidiary of Emerson Radio and Phonograph Corp., N. Y., formed as northern California distributor of all Emerson products. **DAVID J. HOPKINS**, West Coast factory sales manager, adds duties of president.

HUGH P. McTEIGUE, manager of training for RCA Service Co., Camden, N. J., appointed to direct company's accelerated military electronics training program.

HAL SECOR, scriptwriter at Chicago Film Labs., Chicago, to Atlas Film Corp., Oak Park, Ill., on creative staff.

Equipment . . .

RCA TUBE Dept., Camden, N. J., announces it soon will put into production two newly developed ultra-high frequency sweep generators, WR-40A, designed for engineers developing UHF circuitry for home TV-receivers, and WR-41A, intended for use as test equipment in factory production of UHF equipment.

GENERAL ELECTRIC Tube Dept., Schenectady, announces manufacture of new tube, type number 6BX7-GT. Tube is a twin triode designed for the vertical output stage of television receivers as a combined vertical deflection amplifier and vertical oscillator.

WARD PRODUCTS Corp., division of Gabriel Co., Cleveland, issues new catalog on auto aerials giving complete description of Ward line including "8-ball," "Phantom" and "Air-King" aerials.

WORKSHOP ASSOC., division of Gabriel Co., Cleveland, announces design of fully pressurized feed for its 2000 mc parabolic antennas. New feed is designed to mate with ⅞ inch Teflon flexible copper air line, having 0.045 inch wall and 11/32 inch conductor.

METER & INSTRUMENT Dept., General Electric Co., Schenectady, announces 1952 edition of guide book containing basic information on the complete line of GE instrument transformers.

HERLEC Corp., subsidiary of Sprague Electric Co., Milwaukee, announces production of new Type AO8 ceramic trimmer capacitor for use in circuit applications where maximum stability of capacitor characteristics is important.

RAYTHEON MFG. Co., Waltham, Mass., announces demonstration of new "handie talkie", a 6½-lb. unit held in the palm of the hand. The one package transmitter, receiver, battery power source and antenna was developed with the Signal Corps Engineering Labs. in 1948 and is said to be first communication equipment to use subminature tubes on a mass production basis.

ERCONA CAMERA Corp., N. Y., announces availability on American market of new line of lenses for TV cameras made by Carl Zeiss, Jena, Germany. Lenses are made to fit RCA cameras only but mounts to fit others soon will be put into production.

ASTATIC CORP., Conneaut, Ohio, announces manufacture of single button carbon microphone of high sensitivity, model 10M5. Designed for convenient hand use, new unit has a double pole, single throw switch, with relay and microphone circuits normally open.

Technical . . .

CHARLES WALTERS, substation operator for Knoxville Utilities Board, Knoxville, Tenn., to engineering staff of WSB Atlanta.

DONALD HAM, KAFF Petaluma, Calif., engineer, joins WCBS San Francisco in same capacity.

HERBERT H. ECKSTEIN, chief engineer, WAMS Wilmington, Del., joins the Poller Stations, WPAW Chester, Pa., and WARL Arlington, Va., in similar capacity.

Godfrey on Air in Air

WHEN inclement weather delayed Arthur Godfrey's flight from Florida, the CBS radio and television star broadcast from the airplane, 4,000 ft up. TV viewers heard his voice but saw only his headphones in New York City studios. The in-the-air on-the-air feat was described proudly by CBS as "the first time that an hour and a half commercial radio broadcast originated under such unusual conditions." Mr. Godfrey, of course, enjoyed the whole operation. He sang "Candy and Cake" and received vocal and instrumental accompaniment from the studio.

WBAL FOOD SHOW

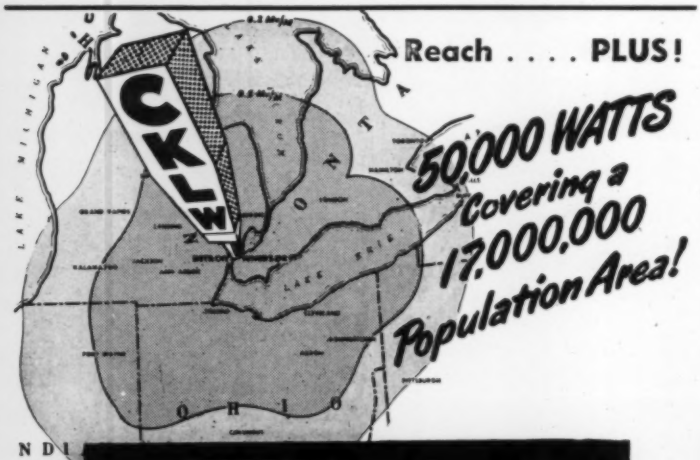
Lunchtime Program Popular

WBAL Baltimore's *Kitchen Karnival* has completed its first year with 14 advertisers currently using 29 spots a week on the lunch hour food show. With participation offered in 13-week cycles, the record shows that 75% of advertisers renewed for one cycle and 40% renewed for two cycles.

Kitchen Karnival is heard 12:30-1 p.m. Monday through Friday. It is especially popular among area women who flock to see the show presented at various locations throughout the city, WBAL reports. Sponsor's products are displayed at the show's point of origination.

* * *

Baltimore women enjoy seeing Kitchen Karnival *so much that during transit strike they came on bicycles.*



The **DETROIT** Area's Greater Buy!
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW

Truscon Engineers have the answer...

HOW STRONG

HOW SOON

AM-FM-TV-MICROWAVE

Get the advice of men who know . . .
men who have practicable working knowledge in tower design . . . when planning your new or expanded tower needs.

Truscon engineers have designed and built radio towers for all types of duty throughout the world.
They have a background of information and skill that is unexcelled in the industry.

Truscon Engineers can design towers to meet every kind of topographical and meteorological conditions.
They can assure tower strength for every contingency.
Delivery schedules are set to meet your needs (dependent, of course, upon governmental regulations).
Guyed or self-supporting towers . . . tapered or uniform in cross-section . . . for Microwave, AM, FM, or TV transmissions.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.
Call or write today. Truscon® Steel Company,
1074 Albert Street, Youngstown 1, Ohio,
Subsidiary of Republic Steel Corporation.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON a name you can **build** on

RURAL MARKETS

Merit Attention—Dunville

ADVERTISERS were urged to pay greater attention to rural and small town markets by Robert E. Dunville, president, Crosley Broadcasting Corp. Mr. Dunville released a series of reports showing that a greater percentage of small town and rural residents are in the market for products than are city dwellers.

For example, Mr. Dunville cited figures showing that 95% of farm families purchase gasoline as against 84% of urban families. The Crosley survey showed also that the rural-small town market was a good field for prepared cake mix, smoking tobacco, dog food, home permanent wave kits, headache remedies, soaps, cleaners, baby foods and frozen foods.

Scrap Drive Aid

NATIONAL Production Authority, through its local agent, has credited WMPS Memphis with supplying "even more help than we'd hoped for" in NPA's scrap drive. The drive has until the end of February to show final results, the station reports. Another NPA official—Director Edward W. Greb, of the Salvage Division—told the station his national board of directors requested that the WMPS series be shipped to them for rebroadcast in their respective areas.

CAMELS CASE

FTC Modifies Earlier Cease-Desist Order

CEASE and desist order prohibiting certain advertising claims by R. J. Reynolds Tobacco Co. (Camel cigarettes) has been modified by the Federal Trade Commission and affirmed by a decree of the U. S. Court of Appeals for the Seventh Circuit.

The FTC order was affirmed with two reservations:

(1) The order is now directed at the tobacco company and does not cite, as parties to the order, the "officers, agents, representatives and employes."

(2) Provision that Camel testimonials be forbidden to contain any representations cited as factually untrue in the original FTC order is deleted.

The Circuit Court ruled that the Commission has no authority to cite unnamed individuals in its order, handed down nearly two years ago [B•T, April 10, 1950], "in the absence of any finding other than those directed solely at the corporation."

The second modification, relating to Camel testimonials, also represents a departure. The Commission originally required Reynolds to stop using in any advertising media certain testimonials of smokers "or purported smokers." These are testimonials which contain any of the "misrepresentations" prohibited by the cease-and-desist order, "or which are not factually true in all respects." This phrase is omitted from the order.

As modified, the order, announced by FTC fortnight ago, prohibits various false and misleading representations concerning Camel cigarettes, including the content of nicotine. The claims were made in broadcasts and published continuities.

BASKETBALLCASTS

Station Levy Attacked

NEW MEXICO High School Athletic Assn. plans to charge radio stations $25 each to broadcast an upcoming state basketball tournament encouraged at least one New Mexico broadcaster to put up a fight.

Ernest W. Thwaites, president-general manager, Southwest Broadcasters Inc., licensee of KFUN Las Vegas and KRTN Raton, has attacked the plan as discriminatory, a breach of the principle of free access to news sources and an interference with communications in interstate commerce.

In a letter to the athletic association, Mr. Thwaites asked, ". . ., please advise what comparable charge you make to newspapers for covering the same event.

". . . it is highly questionable whether you have the legal authority to bar or penalize representatives of the public, reporting the activities of public school students, in a public owned building.

"In other words," declared Mr. Thwaites, "we believe your action is highly ill-considered, and equally indefensible under the law, and we herewith enter formal protest."

Copies of this letter were sent to all radio stations in the state, to members of the press and to the State Board of Education.

Mr. Thwaites also would like to know, "If this small group of men (the association) can arbitrarily set a price as to how much they will charge for a public commodity which they administer (but don't own), then what is to prevent them from deciding next year that the price, instead of $25, will be $125, or any ridiculous figure?"

FTC Stipulation

STIPULATION has been signed by American Family Life Insurance Co., San Antonio, with Federal Trade Commission that it will cease certain "unqualified representations" in radio broadcast and circular copy. Firm had claimed that a preliminary medical examination is not required for issuance of certain insurance policies. The policies are sold by mail order and were advertised by radio in Del Rio, Tex., Tampico, Mexico and in Panama, according to FTC.

Thrown Off Scent

THAT *I Love a Mystery* program broadcast on MBS 10:15 p.m., Mon.-Fri., created an unsolved "mystery" for North Texas fans. KFJZ Fort Worth program director, Hal Thompson, sent a letter post-haste to MBS in New York for the outcome of the program on the day a power failure temporarily knocked the station off the air leaving the outcome of the whodunnit a mystery to listeners. Fans bludgeoned the station with countless letters, post cards and telephone calls.

PHILIP MORRIS

To Appeal to FTC

INITIAL decision by an FTC hearing examiner questioning certain advertising claims made by Philip Morris & Co., New York, for its cigarettes will be appealed to the Federal Trade Commission, the firm announced last week.

The tobacco company challenged the decision as unsupported by the evidence and charged that substantially all of the adverse testimony given before Examiner Earl J. Kolb was subsidized by competing tobacco firms.

The decision, handed down last Tuesday, cited advertising claims that Philip Morris cigarettes are "non-irritating or less irritating than other brands." Some nine representations were listed as "false and deceptive" in Examiner Kolb's decision, which would ban such claims in broadcast or published continuities.

Smoke from all cigarettes is an irritant, Mr. Kolb ruled. The extent of irritation depends upon the individual smoker's tolerance, frequency and rapidity with which cigarettes are smoked, length to which they are smoked and the degree smoke is inhaled, he held. Claim that the "superiority of Philip Morris cigarettes is recognized by eminent medical authorities" also was scored.

Philip Morris claimed that the examiner "did not consider or have before him any independent research undertaken or supervised by the commission to substantiate the complaint or to support the evidence supplied by our commercial competitors." Philip Morris also noted it had offered results of "thousands of experiments and tests conducted by leading scientists" to back up its claims.

"Substantially all the adverse testimony . . . was subsidized by competing tobacco firms or the American Assn. of Soap and Glycerine Producers Inc., whose product is extensively used by other cigarette companies, but not by Philip Morris," the statement said.

The initial decision also would dismiss other charges cited in the original complaint against Dunhill cigarettes and Revelation pipe tobacco.

Self Winding Clocks keep time with WOR-TV

Model 3715
Sweep Seconds

The same clocks that keep time for major networks and stations all over the country . . . now insure dependable, split second accuracy in New York's "Television Square". Available with or without Western Union synchronization . . . one clock or a complete system . . . for your own timing requirements.

Write for full particulars.

SELF WINDING CLOCK CO. 205 Willoughby Ave. Brooklyn 5, N. Y.

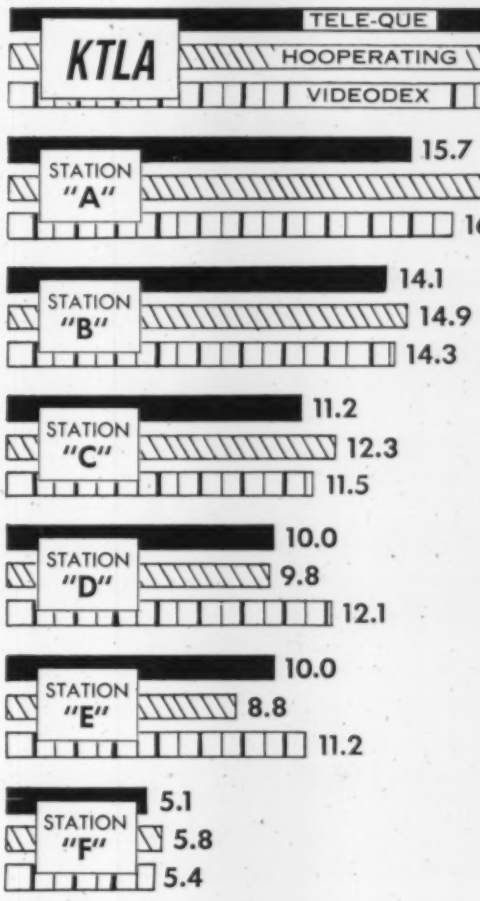
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for Over 60 Years

FEBRUARY 11, 1952

TELECASTING

CHANNEL 5 KTLA LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!

KTLA Paramount Television Productions Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 18 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

Get this...he wants a "reasonably priced show with real big-time Hollywood production values." What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of "The Best Things in Life."

Right! "The Best Things in Life" does have the distinction of being a realistically priced telefilm series with major-studio quality.

And why not! Scripts are by Bill Roberts . . . a motion picture writer with two Academy Award nominations to his credit. Direction, casting and camera work are all supervised by top Hollywood craftsmen.

Story line? Emotional conflicts that sidetrack our pursuit of happiness. Adult drama to keep your viewers – or customers – at rapt attention from beginning to end.

"The Best Things in Life," a New World Productions release, is available as a 15 or 30 minute show . . . with a complete story in either case. An audition print and full information may be had by calling

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.

Sunset & Van Ness, Hollywood 28, HO 9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231

PARAMOUNT TV AIMS

Told by Balaban at FCC Hearings

PARAMOUNT Pictures is interested in TV station ownership, theatre TV and subscription TV, Barney Balaban, president of the Hollywood producing company, made known during four days on the witness stand during last week's FCC hearings on Paramount's qualifications to hold broadcast licenses.

Mr. Balaban also declared that his company will rent its feature films to TV stations when there are enough outlets to afford the kind of money such films usually return to the producing firm.

He was exhaustively cross-examined by FCC Counsel Frederick W. Ford and DuMont Counsel William A. Roberts.

Mr. Balaban was the first witness in the Paramount Pictures phase of the FCC hearings which also are to determine whether to approve the merger of ABC with United Paramount Theatres Inc. First phase, which ran for two weeks in mid-January, was concerned with Paramount Pictures' "control" of DuMont [B•T, Jan. 28, 21].

Griffis Is Witness

Only other witness last week was Stanton Griffis, retiring Ambassador to Spain, chairman of Paramount Pictures' executive committee.

Hearing resumes today with Mr. Balaban back on the stand. He will be followed by Paul Raibourn, Paramount Pictures vice president in charge of TV activities.

With many important issues still to be covered, attorneys feel the hearings will take at least another four weeks.

Some are estimating that study of the record, which is bound to be voluminous, will take Hearing Examiner Leo Resnick at least a year.

Decision will have vital significance for motion picture companies" future in TV station ownership, as well as for their interests in theatre TV, it is felt.

The Paramount Pictures president saw no conflict with FCC rules or anti-trust laws in one company having interests in stations, theatre TV and subscription TV. He said he could not now tell how many stations Paramount would file for—if the Commission found that DuMont was not controlled by Paramount and thus freed both companies to apply for additional stations. Paramount Pictures, which now has KTLA Los Angeles, could have four more under the Commission's five-to-a-company limitation.

Subscription TV was a coming force in the art, Mr. Balaban declared. "The future of television may depend on a subscription form of TV," he said.

He said he came to that decision after hearing sponsors complain of the high cost of TV programs.

The type of program for each system of TV, he said, would depend on the economics of the business. "What the audience will pay and what the sponsor will pay will decide," he said.

Pressed for a more concrete answer, he guessed that "art" pictures might be telecast for home consumption, while public service events might go to home TV and theatre TV. Big feature films, he thought, would be for "pay-as-you-see TV."

Paramount owns 50% of International Telemeter Corp., developer of a coin-meter system of subscription TV.

Paramount is not releasing its feature films to TV, Mr. Balaban said, because not enough stations are on the air yet to make it profitable.

The average cost of a Paramount Grade A feature, he said, in 1950-51 was $1,400,000. Mr. Balaban estimated the return that can be expected from the present 108 TV stations as $35-$50,000 per picture. That doesn't even begin to approach the returns Paramount gets from reissuing films that have completed their original runs—$125-750,000 per picture, he said.

However, Mr. Balaban acknowledged that he was ready to talk business with anyone who had enough money.

"I assure you," he said, "that nothing would please me more than to see the day when we can begin to liquidate our inventory."

Place of motion pictures in TV was discussed by Mr. Balaban along these lines: (1) Features are made for large screen theatre showings. They are not right for "small-tube" TV reception. (2) Perhaps Paramount will make special films for TV. He did not know, he said.

Old Shorts Dropped

Offer to buy up all of Paramount's old shorts was made by a group he did not identify, but the deal fell through when the would-be purchasers could not raise the money, Mr. Balaban revealed.

Color TV will give a boost to today's lagging TV set sales, Mr. Balaban declared. Paramount owns 50% of Chromatic Television Laboratories Inc., which is making the Lawrence color TV tube.

Referring to the divorcement of Paramount-owned theatres from the producing company, Mr. Balaban said that Paramount Pictures and United Paramount Theatres Inc. were like a divorced husband and wife—"they don't talk to each other."

He pointed out that the Paramount Theatre in New York used to show nothing but Paramount pictures. During the last six months it has not shown one, he said.

In answer to a question, Mr. Balaban said that Paramount had no plans for making pictures for the merged ABC-UPT broadcasting company. Merger is also one of the issues in the FCC hearings.

Several times during cross examination of Mr. Balaban, opposing counsel clashed. At one point, Paul A. Porter, Paramount counsel and former FCC chairman, accused FCC counsel Frederick W. Ford of having an "unsophisticated" view of anti-trust violations.

Mr. Balaban's views of anti-trust violations were that certain practices grew up with the motion picture business and when they were declared illegal the movie companies stopped using them.

At another point, Mr. Porter and DuMont counsel William A. Roberts wrangled when the latter sought to delve into Paramount-DuMont relationships.

Among spectators during last week's sessions were Leonard Goldenson, Robert O'Brien, John Balaban and David Walleostein, UPT executives; Edward Noble and Robert Hinckley, ABC executives; Edwin Weisl, Austin Keough and Louis Novins, Paramount Pictures executives.

TV EQUIPMENT

Plenty Seen for Expansion

DEFENSE production restrictions will not delay expansion of TV into new areas when FCC finally lifts its long-standing television license freeze, a special "task force" of the RTMA Television Committee reported to the association's board of directors last Thursday after a three-month study.

The group's report said that on a "realistic schedule" FCC would issue grants for 140 new TV stations by the end of this year and for 190 others next year, with the permits divided half-and-half between VHF and UHF.

By the end of this year, the group predicted, 22 new stations—all VHF—will go on the air, all but one in cities currently without television, while the forecast for 1953 was for 171 new stations—107 VHF and 64 UHF—to commerce operations.

The task force's findings and predictions were submitted near the end of RTMA's three-day midwinter conference, during which Dr. W. R. G. Baker, General Electric Co., chairman of the Television Committee, reported that a series of full-dress field tests of the National Television System Committee's "composite" system of compatible color TV would get under way Feb. 12-21, with an "official" showing for the FCC on Feb. 16 and another "official" demonstration Feb. 21.

The Feb. 12-21 tests will be held in Philadelphia under the direction of the Philco Corp. and will be followed on Feb. 25 with tests to be staged in New York through the cooperation of RCA, Allen B. Dumont Labs. and Hazeltine Corp. One or two weeks later, similar tests will be held in Syracuse under the direction of General Electric, according to Dr. Baker, who was described as "encouraged" by results thus far and satisfied that a compatible color system is practical.

Other developments during the

(Continued on page 94)

'LIFE'-DuMONT

Convention Plans Dropped

PLANS for *Life* magazine's collaboration with the DuMont Television Network in covering the Republican and Democratic national conventions [B•T, Jan. 28] were cancelled last week on grounds that DuMont had not been able to clear enough stations to make it feasible in view of the financial expenditures required of both *Life* and the network.

As a result, DuMont withdrew its offer to provide *Life*-assisted coverage for local sale by stations.

Prior Commitments

Prior commitments to other networks were found by DuMont to have been made in many one-station markets—NBC-TV claims a clear lead over all other networks in this area—and in addition a number of stations reportedly objected to *Life's* participation because the magazine has endorsed Gen. Dwight Eisenhower. *Life's* support of the General also was blamed for previous delay in getting the two national political committees' approval of the DuMont-*Life* coverage plan.

With cancellation of the joint-coverage arrangements, James L. Caddigan, DuMont's director of programming and production, was scheduled to make a weekend visit to Chicago, where the conventions will be held in July, to work out new plans for DuMont coverage. (See separate story, page 27.)

Late last week, it was uncertain that one of DuMont's three owned stations — WDTV (TV) Pittsburgh—would carry DuMont's convention programming. The station was getting strong local pressure to carry Westinghouse-sponsored coverage on CBS-TV, and spokesmen said no decision had yet been reached.

DuMont in the meantime did, however, sign up another one-time political broadcast. The Stassen-for-President Committee, which sponsored its candidate on the same network the preceding Saturday evening, bought the 11:03-11:18 p.m. EST spot between wrestling matches for last Saturday night. Fifteen stations were to carry the broadcast live and five by delayed telecast.

Informally Discussed

A spokesman for the GOP National Committee said that, while DuMont had informally discussed details of the proposed coverage plan with committee officials, the network had not submitted the completed arrangement to GOP headquarters for approval. Additionally, it was pointed out that under the proposed plan, *Life* would not participate as a sponsor but in a reportorial capacity.

Democratic headquarters declined comment on the coverage plan.

CHATTING at The Cottage, Hampshire House, New York, after premiere presentation of *Royal Showcase* Jan. 13 over NBC TV Network are (l to r) Sylvester L. Weaver Jr., NBC vice president in charge of TV; Niles Trammell, NBC board chairman; E. M. White, vice president and director, U. S. Rubber Co., and Fletcher D. Richards, president, Fletcher D. Richards Inc., ad agency.

PRESIDENTIAL ASPIRANTS

Set for 'Author Meets Critics'

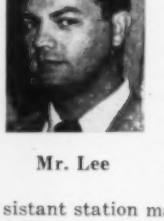
THREE leading candidates for the Presidential nomination will appear in person and the views of a fourth will be discussed on successive weeks of the same television program—reportedly for the first time in broadcasting history—in scheduling arranged for the DuMont Network's *Author Meets the Critics*.

What Eisenhower Thinks, a collection of the general's papers, speeches and comments edited by Allan Taylor of *The New York Times*, was discussed from 10-10:30 p.m. EST Thursday by Mr. Taylor. Harold E. Stassen, president of the U. of Pennsylvania, will be the program's defending author this week, with Sen. Robert A. Taft (R-Ohio) to discuss his new book, *A Foreign Policy*, Feb. 21. The last to appear will be Sen. Estes Kefauver (D-Tenn.), who is scheduled for DuMont's program Feb. 28.

LEE TO WFAA-TV

Becomes Sales Manager

TERRY HAMILTON LEE has joined WFAA-TV Dallas in the newly-created position of sales manager of that station. For the past year, Mr. Lee had been with Young & Rubicam, Chicago, as radio and TV supervisor of several large national accounts. Previously, he was with KPRC-TV Houston as assistant station manager for a year, following two and a half years with KXYZ Houston as vice-president and commercial manager.



Mr. Lee

In World War II, he supervised several Armed Forces radio stations, while serving as a captain in Air Force public relations in the China-Burma-India Theatre.

ESSO NEWS TO TV

Five Stations Scheduled

ESSO STANDARD OIL Co., which has been sponsoring *Your Esso Reporter* in radio for more than 16 years, will sponsor a TV version of the program on five stations in as many cities starting March 3.

Under the radio formula, the headline news is assembled and presented by the station without bias and without comment. The same formula is being carried over into television. News services will be selected by the station.

"The public has demonstrated its interest in headline news," said R. M. Gray, advertising and sales promotion manager of Esso Standard Oil Co. "It is logical that the *Your Esso Reporter* formula be carried over into television. As always, our company will maintain a strict 'hands-off' policy on the news. We intend that *Your Esso Reporter*, as a public service, shall be a worthy example of American free press—in action."

The TV news show will be carried on the five stations in accordance with the following schedules: WPIX (TV) New York, Monday through Friday, 7-7:15 p.m.; WBAL-TV Baltimore, Monday through Friday, 6:45-7 p.m.; WTOP-TV Washington, Monday through Friday, 6:45-7 p.m.; WTVR (TV) Richmond, Monday, Tuesday, Wednesday and Friday, 6:45-7 p.m., and WDSU-TV New Orleans, Monday, Wednesday and Friday, 6-6:15 p.m.

Marschalk & Pratt Co., New York, is Esso's radio and TV agency.

K-F Buys Segment

KAISER-FRAZER Sales Corp., Willow Run, Mich., will pick up 10:00-10:30 p.m. EST, sponsorship of *Your Show of Shows* on NBC-TV on alternate Saturdays starting Feb. 16. Lehn & Fink Products will continue its sponsorship of the same time on the other weeks. William H. Weintraub & Co., New York, is agency for K-F.

CBS-TV FILM

Distribution Unit Formed

FORMATION of a separate unit to handle the film-distribution activities of CBS-TV [B•T, Dec. 24 1951] was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and general services.

The unit will be known as CBS Television Film Sales and "will represent all film series formerly represented by CBS' Radio Sales and, more recently, by CBS Television Spot Sales," Mr. Jones reported.

Fred J. Mahlstedt has been in charge of these activities.

CBS Television Film Sales will maintain selling offices at its New York headquarters, 485 Madison Ave., and at 410 North Michigan Ave., Chicago; Columbia Square, Hollywood; Palace Hotel, San Francisco; 63 South Main St., Memphis, Tenn.

As the new organization takes shape, Mr. Jones reported, "further additions will undoubtedly be made —new personnel, new offices, and new film series."

PACK NAMED

To WNBT (TV) Program Post

APPOINTMENT of Richard Pack, program director of WNEW New York, to a similar post at NBC's WNBT (TV) New York was announced last week by WNBC-WNBT General Manager Ted Cott. The appointment is effective March 10.

Mr. Pack

Mr. Pack has been with WNEW for the past five years, serving first as director of publicity and special events and advancing to the program directorship when Mr. Cott left that post to move to the NBC stations. Before joining WNEW, Mr. Pack served seven years with WOR New York, where he was director of publicity and a member of the operating and program boards.

In his new assignment he will succeed Ivan Reiner, who becomes supervisor of TV production.

Mr. Pack, now 36, entered radio 20 years ago as an actor and interviewer. He moved into his first executive position as director of publicity and continuity at WNYC New York. There he wrote and produced some of the first documentaries broadcast in the United States. He also is the creator of the annual American Music Festival, has written two college textbooks, *Opportunities In Television* and *Opportunities in Radio*, and served for three years on the faculty of New York U., teaching at its Radio and TV Center.

THAW DATE

Checking, Interruptions Put March 1 in Doubt

FCC COMMISSIONERS, who took a breather last week, did not resume TV allocations study until Thursday. On Friday they continued all day sessions.

Reason for break in almost continuous meeting for the past two weeks was to give the staff time to check back on separation criteria to make sure they jibed with extra VHF allocations in several cities.

Interruptions during the past two weeks—two days the week before and three days last week—have begun to put in the doubt the February target date for the issuance of the final report.

Staff is pushing hard, but one now hears more of getting out a "good" document than of beating the February 29 deadline.

However, possibility that Commission might break through detailed studies and surge to final approval in matter of a week or two is not discounted by some FCC officials.

Although there has been much discussion at staff level of procedures to be followed after the 40-month-old TV freeze is lifted, the Commission itself has had no discussions on the subject.

Procedural methods will be forthcoming at the same time as the final TV report, it was learned. Most likely bet is that channel-by-channel processing will be selected as the most fair and expeditious formula to follow [B•T, Jan. 21]. Also to be determined are length waiting period for new applications and revisions of pending ones—60 or 90 days—and whether there should be a cut off date to permit the FCC to process applications without constant revisions when new ones come in.

Want Limit Lifted

Not due for consideration until after the final TV report is issued is the Commission's attitude toward lifting the present five-to-a-customer limit on TV station ownership. NBC, ABC and Fort Industry have recommended that the limit be lifted to permit additional UHF station ownership, with only WVVW Fairmont, W. Va., opposing [B•T, Feb. 4, Jan. 21, 14, 7].

Press & Radio Club of Montgomery, Ala., in a Feb. 4 letter to FCC Chairman Wayne Coy, urged that post-freeze TV grants go first to cities and towns not now TV-served, rather than add additional stations to communities now with TV service.

In much the same vein as previous communications from S. A. Cisler, WKYW Louisville [OPEN MIKE, Dec. 31, 1951] and William E. Ware, KSTL St. Louis [B•T, Jan. 28], the Alabama organization opposed the one pot hearing recommendation made by the Federal Communications Bar Assn. last November [B•T, Nov. 26, 1951].

Instead, it suggested that applications be processed on a frequency-by-frequency basis, thus permitting quicker grants in many instances and encouraging applications for UHF.

Regardless of the method finally determined by the Commission, the Club strongly urged that the Commission process applications for cities without TV service before those which request additional stations in TV-served markets.

Point was made that defense needs might keep new TV station construction to a minimum, and cities without TV should have first crack at scarce materials.

Priority in TV hearings in various cities should be given to applicants who were involved in hearings before the freeze, WFPG Atlantic City petitioned the Commission last week.

WFPG is one of three applicants who went through a hearing for a single VHF channel in that resort city before the freeeze was imposed. Commission proposed to put two UHF channels there in its Third Report.

TO ADVISE SSB

Talent Pay Group Named

SPECIAL TV talent pay problems involved in federal salary regulation will be discussed Wednesday by a committee comprising six industry members. The group, named by Justin Miller in his capacity as chairman of the Salary Stabilization Board, will meet at CBS headquarters, New York.

After naming the committee following recommendation of industry figures, Judge Miller said he was disqualifying himself in the talent question because of his NARTB board chairmanship.

Industry members of the group are Omar Elder, ABC; Gustav G. Margraf, NBC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Henry White, CBS; Donald W. Thornburgh, WCAU-TV Philadelphia; Harry Freedman, DuMont TV network.

The group will elect its own chairman and conduct its own proceedings. It is expected to serve in an advisory capacity to supply SSB with data on management problems involved in talent salaries. SSB officials explained the new TV industry presents special questions because of its particular practices.

An inquiry into talent pay was conducted last autumn by a special SSB panel headed by Roy Hendrickson. The panel recommended some of the pay problems be referred back to the industry for recommendations.

SSB is endeavoring to bring all sections of the economy under salary stabilization controls and recognizes that some industries require special attention. Industry committees are named from time to time to advise the board.

NARTB is not represented on the TV committee.

UHF-VHF SEMINAR

Set by RCA Feb. 13-14

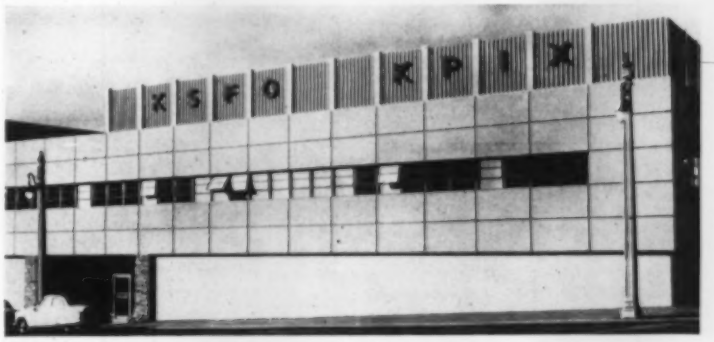
LATEST plans for UHF station equipment will be revealed this week by RCA which is holding a seminar on the subject Feb. 13-14 in Washington's Hotel Statler.

FCC staff and Commissioners, Washington consulting engineers and attorneys have been invited.

Keynote of the meeting will be a paper on UHF propagation by Dr. George H. Brown of the RCA Princeton Labs. Dr. Brown will discuss the latest information available on UHF characteristics based on NBC-RCA's three-year experience operating their Bridgeport experimental UHF station.

Other topics will include discussion of RCA's equipment plans by M. A. Trainer, manager, Broadcast Equipment Section; description of UHF transmitters, antennas, transmission lines, etc., by Transmitter Engineering manager J. E. Young; and a description of UHF TV receivers by Allen Mills, merchandise manager, Home Instruments Dept.

On the agenda Feb. 14 is a discussion of VHF station equipment, to be led by Mr. Young. On that day also, the subject of "basic buy" equipment, live studio plants and switching systems will be presented by H. Duszak, manager of video products.



NEW STUDIOS for KSFO and KPIX (TV) San Francisco were completed last week. Three story building, specifically designed for television, was constructed at a cost of more than a half million dollars. Three TV studios occupy the first floor. A roof terrace is equipped for outdoor TV programs. Technical area is centrally located in the main structure extending upward from the basement to the third floor.

TV PRODUCERS

CBS, NBC Switch Talent

NBC and CBS television networks, not unfamiliar with inviting rival talent into their houses, maneuvered last week into a seemingly unintentional exchange of producers: CBS-TV's Worthington Miner joined NBC-TV, whose Charles Friedman moved to CBS-TV.

Mr. Miner

Mr. Miner, one of television's best known producers and currently in charge of CBS-TV's *Studio One*, signed a long-term contract with NBC, effective in April, with his first major assignment to be a one-hour dramatic show for telecast in the fall.

The next day, CBS-TV officials announced that Charles Friedman, producer-director-writer who had been in charge of NBC video shows of Eddie Cantor, Fred Allen and Abbott & Costello, had been signed as staff director-producer.

Donald Davis, executive producer of CBS-TV dramatic programs, was named to succeed Mr. Miner on *Studio One* when he leaves in April. Mr. Davis' wife, the former Dorothy Mathews, who was co-producer with her husband on *Actors' Studio* and *Prudential Family Playhouse*, will again assist her husband on *Studio One*.

Mr. Miner, who has directed some 30 Broadway plays, including "Both Your Houses," for which he won a Pulitzer prize, has been closely associated with television since he first entered the field in 1939. He developed and produced the previous TV version of *The Goldbergs*, the early *Toast of the Town* productions and *Mr. I. Magination* as well as *Studio One*.

Mr. Friedman's first Broadway production was "Pins and Needles," the garment union revue which ran for four years. Besides conceiving, producing, directing and, in part, writing that show, he directed such productions as "Carmen Jones," "Sing Out the News" and "Street Scene." In Hollywood, he supervised musical sequences in films made by Betty Grable, Rita Hayworth, the Marx Brothers and others.

GE Mulls 'Information'

GENERAL ELECTRIC Co., Syracuse, sponsor of *Fred Waring Show* on CBS-TV, Sunday, 9-9:30 p.m., was reported last week to be planning to buy the television version of *Information Please* as a summer replacement. Latter program had been on radio for about 15 years. If summer session is successful, it is understood that the client may continue to sponsor it during the following fall season. BBDO, New York, is agency.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

. . . in San Diego
Tourist
BUSINESS
is Big
BUSINESS!
700,000 Tourists
in 1951
spent
$64,000,000.
in
SAN DIEGO

Wise Buyers
BUY
KFMB
For
More
Business!
KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

'WIRED' TV

WSVA's Allman Plans Project

FIRST radio broadcaster to go into community TV, bringing television to a non-served market, will be Frederick Allman, owner of WSVA Harrisonburg, Va.

Mr. Allman plans to install a high-gain master TV antenna some miles outside Harrisonburg and feed signals from Washington and Richmond TV stations via coaxial cable to individual subscribers in the Shenandoah Valley city.

Harrisonburg (11,000 pop.) is 120 miles from both Washington and Richmond.

Although there are a number of TV set owners in the city getting signals via elaborate receiving arrays, the pictures are considered below normal service area quality.

Basically, Mr. Allman feels that it is to his interest to help build up a TV audience in his station's area for the day when Harrisonburg will have its own TV station. He is planning to spend $100,000 on the community TV system.

Mr. Allman doesn't think he will lose his investment once Harrisonburg has its own TV station (FCC's proposed plan locates one UHF channel there).

"Even though set owners will be able to pick up the local station's telecasts directly, they will still want a choice of programs, therefore, will want to continue the connection to our master system," he said.

Neither does he see any conflict with his radio station interests (WSVA serves close to 300,000 people with 1 kw on 550 kc). First, because he intends only to serve the population in the city proper with TV. Secondly, because he feels that TV viewing will not decrease his radio audience—except for the first few months when its "novelty" effect is high.

In WSVA's service area, the Commission's proposed allocations include assignment of one UHF channel each to Lexington, Staunton and Winchester in addition to Harrisonburg.

Meanwhile, the board of directors of the newly-formed Community Television Assn. — national trade group organized several weeks ago under the leadership of Martin F. Malarkey Jr., president of Trans-Video Corp., Pottsville—met last Monday to prepare to fight a Federal Bureau of Internal Revenue ruling that subscribers of community TV systems are liable to an 8% tax on their charges. This is based on the assumption that community TV systems are the same as "leased" wires.

Face Other Problems

Among other problems faced by community TV operators, according to Mr. Malarkey, are material shortages and technical improvements.

The former is a real problem, Mr. Malarkey said, although it is not considered an insurmountable one. In a report on first quarter 1952 allotments for building materials, NPA listed only one community TV approval—for Eastern Pennsylvania Relay Stations, Inc., Shamokin, Pa.

The same list showed denials for TV Antenna Systems Inc., for the Ohio cities of New Philadelphia, Dover, Midvale, Uhrichsville and Dennison; and for Blue Ridge Television Inc., Asheville, N. C. [B•T, Jan. 28].

Community Television Assn. was organized last November, held its first meeting Jan. 3 and elected officers and board of directors Jan. 16. It counts 40 members (out of the 100-plus such entrepreneurs believed in operation or in the planning stage).

Officers of the organization are: Mr. Malarkey, president; C. E. Reinhard, TV Signal Corp., Palmerton, Pa., vice president; G. H. Bright, Panther Valley TV Co., Lansford, Pa., secretary; M. L. Boyer, Tamaqua TV Co., Tamaqua, Pa., treas.

Directors are the officers plus J. Holland Rannells, Potomac Valley TV Co., Romney, W. Va.; Clyde Davis, TeleService Co. of Wyoming Valley, Wilkes-Barre, Pa.; Bruckner Chase, Southern TV Systems Inc., Memphis, Tenn.; Harold Griffith, Perfect TV Inc., Harrisburg, Pa.; Gerard B. Henderson, Alarm Corp., Carmel, Calif; K. A. Chapman, K. A. Chapman Co., Honesdale, Pa.; A. J. Malin, Community TV Corp., Laconia, N. H.

COMMUNITY TV

Economics Are Disclosed

ECONOMICS of community TV systems were revealed last week by Martin F. Malarkey Jr., president of Trans-Video Corp., Pottsville, Pa., pioneer in the business of bringing TV signals to fringe area cities and towns.

Trans-Video began planning for community TV in October 1950, started construction in December and linked up its first customer in early February 1951. Its master antenna is located on Sharp Mt., south of Pottsville, and is tuned to Philadelphia Channels 3, 6 and 10 (WPTZ, WFIL-TV and WCAU-TV, respectively). Philadelphia is about 75 miles from Pottsville (pop., 24,000).

Some 64 miles of coaxial cable carry the TV signals down the mountain side to 1,200 customers. The first customer is half a mile from the antenna site, the most distant, five and a half miles.

Each customer paid $135 as an initial installation charge and pays $3.75 a month for service and maintenance. That works out to $162,000 income on installation charges and $4,500 income per month. Construction of the system costs $200,000, Mr. Malarkey said. He did not reveal the operating costs.

IND. EXPERIMENT

Will Aid Gate Policy

TELEVISING of Indiana U.'s basketball game with Illinois in Bloomington, Ind., on Feb. 18 will be handled as an experiment by WTTV (TV) Bloomington to determine the effect of live TV on gate attendance.

To correctly determine the effect of the coverage, the university has offered to refund all unwanted non-student tickets. WTTV will assume financial responsibility. Game has been a sell-out for more than a month. Outcome will help the school formulate a policy regarding TV coverage of Indiana home games.

FILM CONTRACTS

WBAL-TV to Exceed $100,000

WBAL-TV Baltimore announced last week that it has completed film contracts for a total of 162 features, 92 western, 240 serial episodes and 100 cartoons for use this year.

Leslie H. Peard, Jr., station manager, said that WBAL-TV would spend in excess of $100,000 on its 1952 film schedule. Thirty-nine British films, in addition to other features, were obtained from the Atlas Television Corp. Other films were obtained from Unity Television Corp.

WANTED!
TV WRITER-PRODUCER
By Detroit Agency

Agency with top TV billing in the market wants experienced writer-producer for all types of commercial. Expanding staff offers steady employment, excellent opportunity. Private projection and screening room. Give full details, references, salary required.

Broadcasting • Telecasting, Box No. 234M

"This Week In Texas!"

(WBAP-TV Produced Half Hour State-Wide Newsreel)

IT'S NEWS
IT'S BIG
IT'S TEXAS

HUMBLE Presents
THIS WEEK in TEXAS
Produced by WBAP-TV
STAR-TELEGRAM STATION

WBAP-TV
THE STAR-TELEGRAM STATION

ANOTHER TELEVISION EPOCH IN TEXAS

A half hour state-wide newsreel, "This Week in Texas," has been contracted for with WBAP-TV, Fort Worth, by Humble Oil and Refining Company of Houston, through Wilkinson, Schiwetz & Tips, Inc. of Houston.

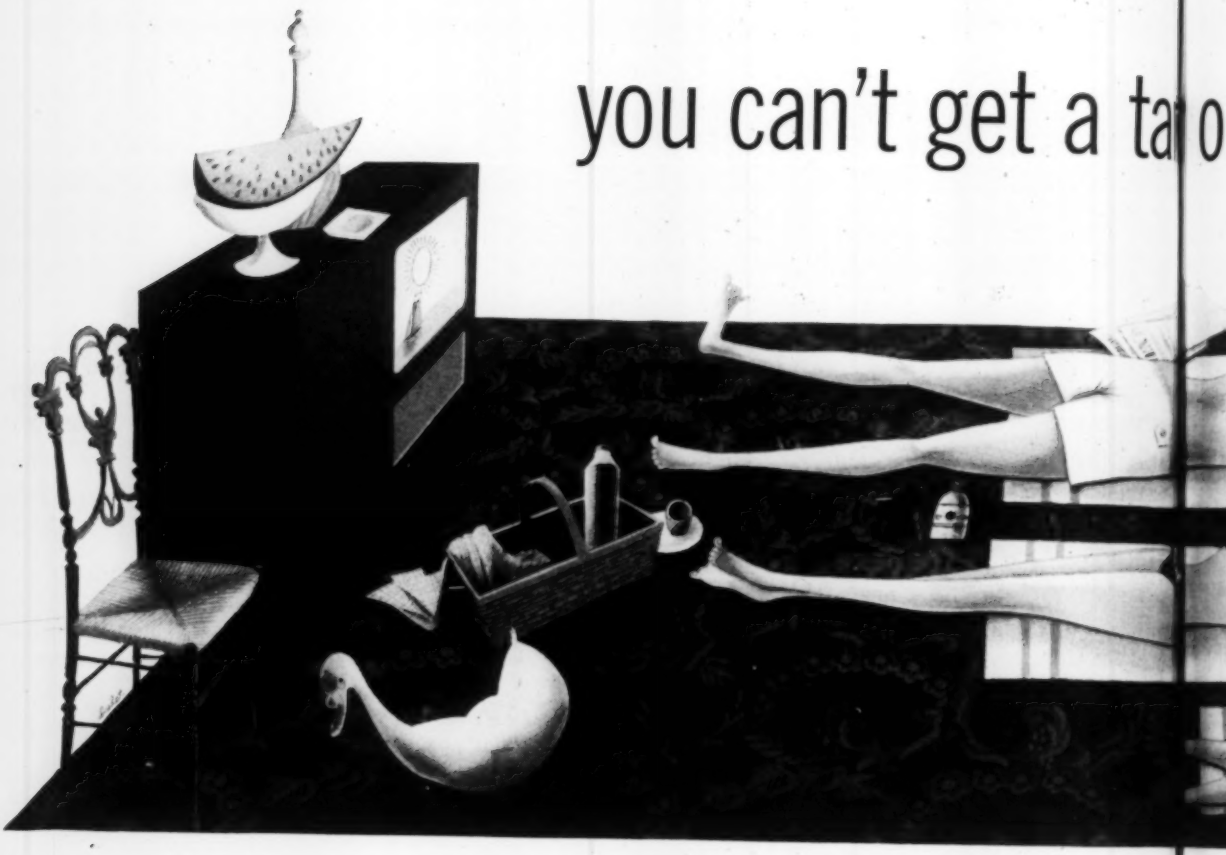
This tremendous undertaking, the biggest television news operation in the South, will be handled by WBAP-TV's 22-man newsroom staff. Camera crews and stringers will cover the entire Lone Star State.

"This Week in Texas" will run in Fort Worth, Dallas, Houston and San Antonio on Monday nights. The half hour package, produced entirely by WBAP-TV personnel and equipment, will be sound-on-film . . . complete with commercials.

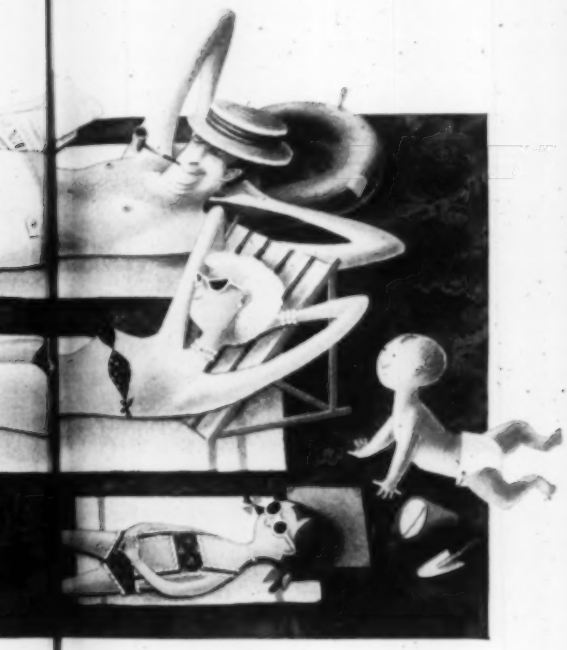
This operation is just another reason why WBAP-TV, the pioneer television station in the Southwest, is the top TV news station in Fort Worth-Dallas, the South's No. 1 market.

WBAP AM-FM-TV
570 - 820
Channel
5

STAR-TELEGRAM STATION • FORT WORTH, TEXAS
FREE & PETERS INC. Exclusive National Representatives
AFFILIATED with ABC • NBC
AMON CARTER, President
HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.


you can't get a ta o

ta on television



A peculiar summer, last summer. Hard to see how anybody got a sun-tan. Judging by statistics, most people spent the summer indoors, looking at television, just as they'd spent the winter, and autumn, and spring.

We know you can do almost anything, with television, but the fact is that nobody ever got a tan from a cathode tube.

But it's just as true that summer sponsors didn't get burned, either.

Most CBS Television advertisers who kept their names and products selling all last summer (and most of them did) found* that

...they were reaching big audiences—often larger than their October-April average

...they reached those big audiences at a low cost per thousand—frequently lower than their October-April average.

Summer's going to be hot again this year—in CBS Television. And the people who are going to stay coolest and most collected—and collect most—are the advertisers who see to it they stay in that picture.

CBS TELEVISION

*If you'd like a detailed analysis of the summer television advertising opportunity, ask CBS Television Sales for the recent publication "It Takes Four Quarters To Make A Dollar."

RATING MERGER

Tele-Que, ARB Fuse Reports

MERGER of American Research Bureau and Tele-Que monthly television reports on the West Coast, effective Feb. 1, was announced last week [CLOSED CIRCUIT, Feb. 4].

The Los Angeles and San Francisco reports of both services will be combined. Field work and tabulation of the information will be handled by ARB.

Coffin, Cooper & Clay, originator of the Tele-Que service in Los Angeles and San Francisco, will distribute the combined ratings on the West Coast. They also will offer clients in the area the other ARB city reports and national services.

The two firms will, however, continue market research and special reports activities separately. It was emphasized that the merger pertains only to the regular monthly rating service.

ARB initiated its television ratings for San Francisco and Los Angeles last fall. The monthly service covers ratings, audience composition and viewers per set for all stations in both cities. In addition, it provides cumulative rating figures on daytime programs.

The Tele-Que report offered nearly identical service and both organizations used personal viewer-diaries as the basis for their statistics.

WFIL-TV 'University'

ELEVEN diversified courses, prepared by faculty members of colleges and universities in Pennsylvania, New Jersey and Delaware, are being offered by WFIL-TV Philadelphia for the second consecutive year. *WFIL-TV University of the Air*, which began Feb. 4, will continue through the middle of May, and will be telecast weekdays from 11:30 a.m.-12 noon.

WTMJ-TV SERIES

10 Colleges Cooperating

WTMJ-TV Milwaukee is carrying out its most ambitious series of educational television programs. The series is being presented in cooperation with 10 colleges and universities in Wisconsin.

Titled *Education on Parade*, the series covers a wide variety of subjects. Programs are telecast 2-2:30 p.m. Saturday.

Programs are prepared, produced and presented by the schools. Rehearsals are held on the campus of each school with a WTMJ-TV staff director attending the final dress rehearsal.

Schools participating are Marquette U., Milwaukee Downer College, Wisconsin State College in Milwaukee, Mount Mary College, the U. of Wisconsin in Madison, Carroll College, Milwaukee School of Engineering, Lawrence College, the U. of Wisconsin Extension in Milwaukee and Beloit College.

CHICAGO CODE

NTRB Hopes for Local U

CODE of television standards w released last week by the Natio Television Review Board, Chicag which hopes the industry local will use it as a guide. The boar comprised of persons outside t TV industry, cited 12 instances programming it considers "o jectionable"—"completely harmf or offensive, or sufficiently harm ful or offensive as to dominate t program theme."

Rejecting the idea of "absolu censorship," the board believe "the dynamic and tremendous in fluence of television should b directed toward information an education as well as entertainment We believe that laughter and fu are necessary to the enjoyment o life, and we prefer a sense o responsibility on the part of thos who present TV programs."

Termed objectionable were (1) im moral, lewd and suggestive words an actions, as well as indecency in dres (2) a deliberate presentation of vulga and sordid situations; (3) irreverenc toward religion or patriotic symbol where it is not essential to a dramati situation; (4) excessive bad taste i words and actions, deliberately pro jected for their own effect; (5) ex cessive frivolity concerning establishe traditions of family authority and cu toms; (6) malicious derision of racia or national groups; (7) undue glorifica tion of criminals and undesirables; (8 excessive violence, bloodshed an cruelty; (9) excessive noise, confusion and tumult to a point where it disrup normal family situations; (10) any ide situations or presentations that es sentially injure the dignity of God an mankind and the inalienable right o human integrity; (11) shows which tend to glamorize false values, an (12) disloyal or subversive sentiments which might injure the U. S.

O&O SEPARATION

ABC-TV Effects on Coas

IN LINE with long-range overal policy of separating ABC owne TV stations from ABC-TV net work, Robert Kintner, president announced that KECA-TV Holly wood has been set up as an inde pendent unit. Phil Hoffman, sta tion manager, reports directly t William Phillipson, director o ABC Western Division. Donn B Tatum, director of TV for Weste Division, continues in that ca pacity.

KECA-TV will have its ow sales manager, allowing Rober Laws, KECA-TV and division TV sales manager, to concentrate e forts in the division.

Plans for additional constructio of office and technical facilitie space at ABC Television Cente also were disclosed by Mr. Kintne

NARTB TV's 81

TELEVISION membership NARTB will comprise 81 of the 1 operating TV stations when the T Board meets Wednesday in S Antonio. Latest to apply for mem bership is WPTZ (TV) Philade phia. The application was sign by Ernest B. Loveman, vice pre dent-general manager of the Phil outlet.

RESULTS... *where they count*

Most result stories come after the advertiser has been on the air.

Here's a WGN-TV advertiser's result story that happened *before* he went on the air:

A salesman for a Chicago food broker, who had already been given an order for one of his products by a grocery buyer, mentioned that the product was to be advertised on a WGN-TV daytime program.

When the buyer heard of this, he ordered an *additional 100 cases* of the product.

We've shown you direct proof of the pulling power with viewers . . . and here's proof of WGN-TV's acceptance with buyers.

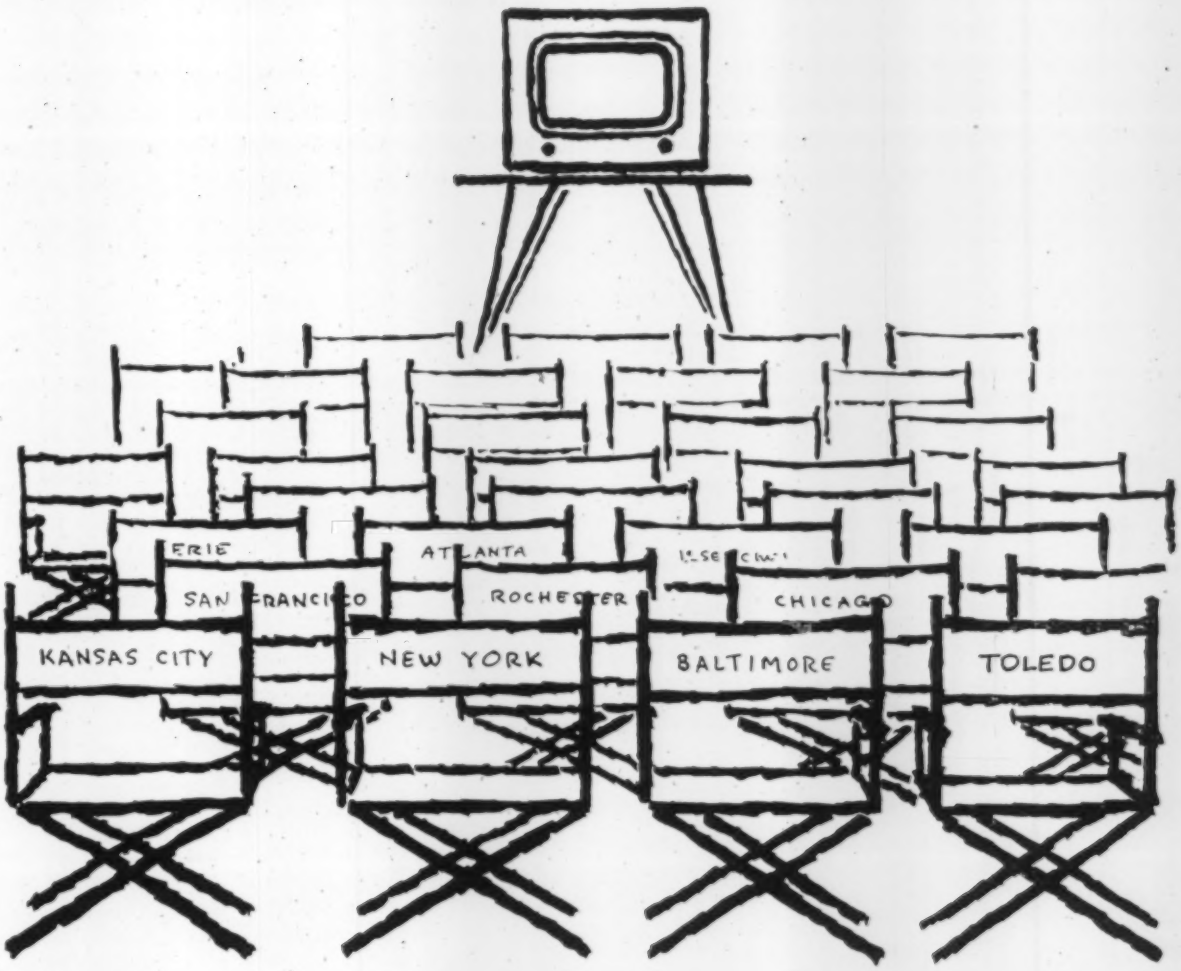
If you want results . . . you need **WGN-TV** in Chicago

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station



Now 14,000,000 families can watch the show

In the short time television has been on the road, it has come a long way. Only six years ago, intercity broadcasting was in the experimental stages. When the 1945 Army-Navy game was sent to New York from Philadelphia through 95 miles of coaxial cable, it was the first time in history more than one city could watch the same event at the same time with today's method of telecasting.

Today 94 television stations in 54 cities — representing more than half the country's population — can present the same show . . . and coast-to-coast transmission is accomplished with great success.

Broadcasting facilities, provided by the Long Lines Department of the American Telephone and Telegraph Company, and the Bell Telephone Companies, total 24,000 channel miles.

Planning and providing these facilities is a big job. It takes special equipment and personnel, made possible only by large investments. The present value of coaxial cable and *Radio Relay* facilities used by the Bell System for television is $85,000,000.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half-hour program.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

AWARDS PROTEST

Five L. A. Units Quit ATAS

PROTESTING the new "national" structure of the Academy of Television Arts and Sciences, in its annual "Emmy" awards, five of the seven Los Angeles TV stations Wednesday night withdrew "support and/or membership" and announced they will give "full support" to the newly-organized Hollywood Society for Television Achievement.

Resigning as both "individuals and station managers" were Don Fedderson, vice-president and general manager, KLAC-TV; Richard A. Moore, vice-president and general manager, KTTV; Klaus Landsberg, vice-president and general manager, KTLA; Donn Tatum, ABC Western Division Director of TV (KECA-TV) Ward Ingrim, executive vice-president Don Lee (KHJ-TV). Mr. Fedderson also resigned as first vice-president ATAS. He was to be installed at awards dinner next Monday (Feb. 18).

New Group More Local

In a joint statement they said ATAS "is no longer primarily concerned with the progress of television in Hollywood, as distinguished from television in other areas" whereas the newly organized HSTA will be devoted exclusively to "the achievements of all programs released from Hollywood, whether of independent or network origin."

KNXT (CBS-TV) and KNBH (NBC-TV) executives will continue their ATAS membership for the time being at least. Majority of programs and personalities to be given "Emmy" Awards are on those networks. Both stations, however, are fully associated with HSTA.

Hal Roach, vice-president, Hal Roach Studios and newly elected ATAS president, expressing regret over the resignations of managers whom he considers "leaders in their field," reminded that "television is a national business now." He felt the resignations were a result of "misunderstanding."

"If the local stations want to get together and give each other awards. That's all right with us," he said. However, he hoped they will not forbid station employes from belonging to ATAS "because that would be un-American."

The managers pointed out that ATAS was formed originally to "promote Hollywood Television" but in having TV editors-columnists throughout the country make "Emmy" nominations, "ATAS has gone far afield of its original intent."

Despite withdrawal of the five stations' support, Mr. Roach said the awards dinner will be held.

This year, with the awards structure expanded from a local to a national basis, some 150 TV editors and columnists will vote. The ballots will cover 1951 achievements in six categories. Nominations will be for the best dramatic, comedy and variety show, and best actor, actress, comedian or comedienne.

In addition, special achievement awards will be presented to the person or organization who during 1951 contributed most to the advancement of television.

The new HSTA membership is limited to "persons actively engaged in television production" or those who have "made or are making a significant contribution to the progress of TV" in the Hollywood area—whether locally or on a network basis.

HSTA plans to set up a system of purely local originated awards for next year.

Sign Easter Parade

PEPSODENT Div. of Lever Bros., through McCann-Erickson, New Work, will sponsor first half-hour of NBC-TV's New York Easter Parade coverage April 13, with General Tire and Rubber Co., via D'Arcy Adv. Co., Cleveland, slated as second-half sponsor.

'MOVIE QUICK QUIZ'

Sold in 14 Markets

PACKAGE program, *Movie Quick Quiz*, Walter Schwimmer Productions' TV version of *Tello-Test*, has been sold in 14 markets in the 10 days it has been on the market, with three stations signing for five-year runs, Aaron Beckwith, sales director for United TV Programs Inc., announced last week.

Five-year contracts have been signed by WTVN (TV) Columbus, Ohio, WICU (TV) Erie, Pa., and KHJ-TV Los Angeles. WFIL-TV Philadelphia signed for 52 weeks. The 26-week minimum package has been purchased by WGN-TV Chicago, KING-TV Seattle, WOW-TV Omaha, KSTP-TV St. Paul, WMAL-TV Washington, WXYZ-TV Detroit, WAAM-TV Baltimore, WLTV (TV) Atlanta, WHAM-TV Rochester and WJAR-TV Providence.

THESPIANS VOTE

For TV Authority

TELEVISION actors and actresses in New York voted Television Authority (AFL) as their collective bargaining agent in national labor relations board elections, held the last three days in January.

Ballots of the 4,700 eligible voters, counted Wednesday, showed 1,236 for TVA representation, 6 against it, and 244 ballots whose legality was questioned. Since the 244 votes would not influence results, no attempt will be made to establish the eligibility of those people, NLRB spokesman said.

Makes TV Offer

JOAN CRAWFORD, film star, is submitting a five-year TV proposal to major networks in which she is asking $200,000 per year for 26 half-hour TV films yearly plus 50% ownership of properties.

TV AT HEARINGS

Sen. Neely Cites Benefi

TELECASTING of public hearings provides the "most effectual of all existing means of informing the public of the devastating manner in which organized and unorganized criminals are imperiling the people and impoverishing the nation," according to Sen. Matthew M. Neely (D-W. Va.), chairman of the Senate District Crime Subcommittee.

Sen. Neely made his comments following receipt of a letter from a Silver Spring, Md., architect, Katherine Cutler Ficken. Mrs. Ficken commended the chairman for conduct of the hearings and praised TV coverage.

"Far from being a show, as some Senators and others shortsightedly consider it, television is thought-provoking and revealing of the true character of the individuals and questions involved when it is conducted in the unrehearsed, forthright manner in which you have conducted these hearings. In my opinion the Senators and legal groups who have opposed television coverage of such hearings are as backward and ignorant as those who jeered while viewing Fulton's steamboat from the banks of the Hudson."

Sen. Neely replied that these observations "are more than encouraging to me for the reason that some of my 'brethern' of the legal profession of which I have long been a member are violently opposed to the use" of TV. He added that he hopes the proceedings will be televised when hearings resume in March.

Two articles on the hearing telecasts that appeared in the Jan. 21 issue of BROADCASTNG ● TELECASTING were inserted in the *Congressional Record* last week by Sen. Neeley: They were a news story, "Is TV Winning Fight for Equality?" and an editorial, "TV Acquitted of Others Sins." Both dealt with TV coverage of Congressional hearings, particularly the D. C. crime hearings.

ALAN YOUNG CONTEST

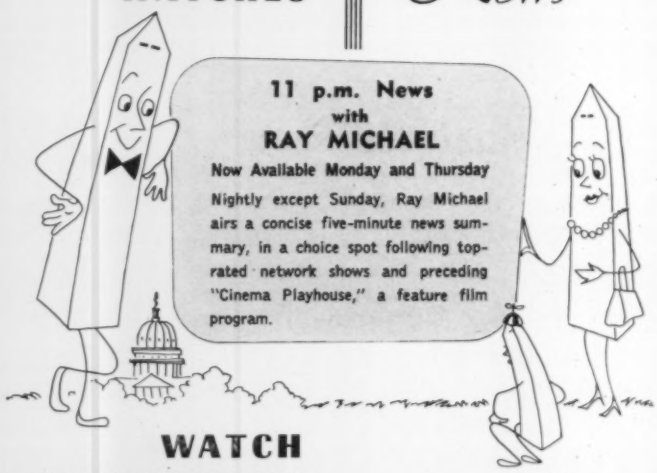
WSAZ-TV's Shriber Is Winner

HAL SHRIBER, promotion manager, WSAZ-TV Huntington, W. Va., has been declared winner of the Alan Young Promotion Contest sponsored by the Ralph H. Jones Co. of Cincinnati for CBS television stations carrying the *Alan Young Show*.

Mr. Shriber

First prize included an all-expenses paid week in Hollywood. Mr. Shriber, native of Boston, has been with WSAZ-TV as promotion manager since May 1951.

WASHINGTON WATCHES News

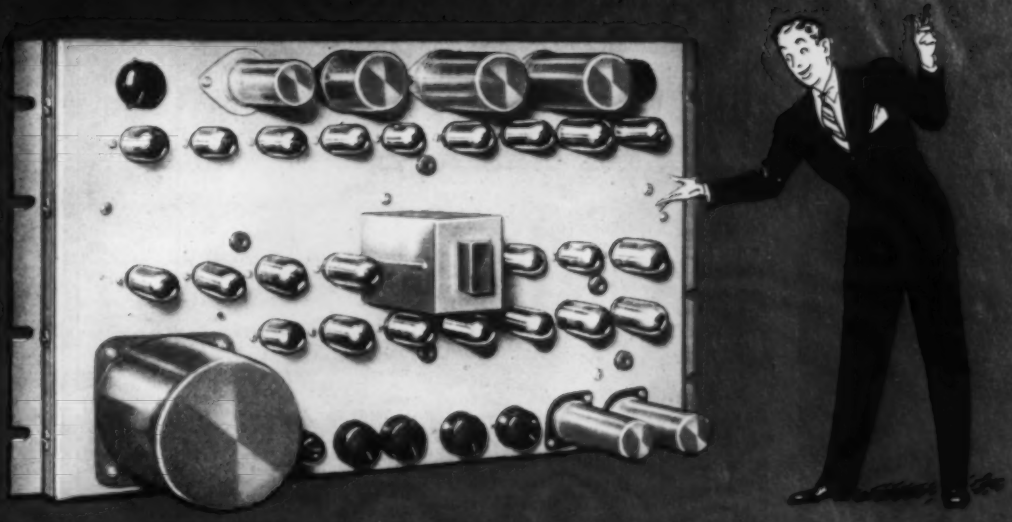

11 p.m. News
with
RAY MICHAEL
Now Available Monday and Thursday
Nightly except Sunday, Ray Michael airs a concise five-minute news summary, in a choice spot following top-rated network shows and preceding "Cinema Playhouse," a feature film program.

WATCH WASHINGTON

Add to the District of Columbia nine Virginia counties, six in Maryland, one in West Virginia . . . and you have the WNBW coverage area, with a population of 1,717,200, an effective buying income of two and a half million dollars, and TV set ownership of 324,375 . . . an area that bears watching.

wnbw
Channel 4

NBC Television in Washington
Represented by NBC Spot Sales



STABILIZING AMPLIFIER

For a better picture—now you can minimize jitter, roll, tearing, humbars!

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Performance chart—you check the difference!

CHARACTERISTIC	G-E TV-16-B	MANUFACTURER A	MANUFACTURER B
Fidelity response	Uniform to 7 mc	Uniform to 7 mc	Uniform to 5.5 mc
Output level adjustment	Yes	No	No
Feedback Output Stage	Yes	No	No
Direct Monitoring of Output Signals	Yes	No	No
Local Blanking Input (with sync lock)	Yes	No	No
Video "Clip-Fade"	Yes, remote control	No	No
White Clipper	Yes	No	No
Bridging Input Level Control	Yes	No	No

Your G-E broadcast representative . . .

. . . is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write *General Electric Company, Section* 222-11, *Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

154,228

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus

TV Is Growing Around the Worl

(Report 202)

NUMBER of foreign countries offering regular TV service increased from five in 1950 to 16 last year and will increase to an estimated 24 for 1952, 28 by 1953 and 42 by the end of 1955, it is calculated by Richard W. Hubbell, chief of the TV unit of State Dept.'s International Division.

Estimated TV sets in use abroad were less than 500,000 in 1950, rose to 1,680,000 in October 1951 and will hit the 2.5 million mark next October, Mr. Hubbell reported in an analysis of the foreign TV situation distributed a fortnight ago at the third national conference of the U. S. National Commission for UNESCO [B•T, Feb. 4].

Estimated regular TV viewing audience abroad was two million in December 1950, 12 million last October and will reach 24 million by next October, Mr. Hubbell reported.

In a country-by-country breakdown, the report names England as having "the largest foreign television service now in operation, with over one million sets in use." Situation in other countries is as follows:

Argentina—Began Oct. 17, 1951. 3,500 sets in use. Six more stations planned.

Brazil—Three stations on air. 40,000 receivers in use. Seven more stations under construction.

Canada—74,000 receivers in use (receive programs from U. S. stations). Two stations under construction. More planned.

Cuba—30,000 sets in use. Three stations on air. Network of four more stations under construction. More planned.

Denmark—Service began Oct. 1, 1951. All television sets in Copenhagen stores sold out the day after announcement of beginning of service was made, according to newspaper reports. 3,500 to 5,000 sets in use.

France—Two stations on air in Paris and Lille, with two under construction and six more planned. 55,000 sets in use.

Mexico—Three stations on the air. 20 to 22 more planned. 30,000 sets in use.

Netherlands—Service began Oct. 2, 1951, received with tremendous enthusiasm. Reliable report states that "story of TV in the Netherlands may be the U. S. story all over again . . . in spite of Dutch government caution the Dutch people will buy TV sets as fast as they can afford them." Sets in use, 5,000-6,000.

Television also is going on an experimental or limited basis in: Germany (two stations), Italy (two stations), Spain (two stations), Sweden (one experimental transmitter—no real service), Switzerland (one station), Japan (one station).

In the USSR there are two or more stations. It is estimated that 21,500 sets are in use in Moscow and Leningrad. A third station reportedly is now operating in Kiev.

In Czechoslovakia (Prague) there reportedly is an experimental TV transmitter.

American and European—Dutch, British, French — manufacturers have also demonstrated TV in many European and Latin American countries to large audiences. Berlin demonstrations staged by CBS and RCA were viewed by 1½ million to 2 million persons, Mr. Hubbell estimates.

He lists the following countries as expected to begin TV service within the next year or two: Chile, Colombia, Dominican Republic, Peru, Uruguay, Venezuela, Belgium, Cyprus, Australia, India, Morocco, Nigeria, Tanganyika.

* * *

CBC-TV Toronto Plans Are Given in Detail

NEW Toronto Television Center being built by the Canadian Broadcasting Corp., 354 Jarvis St., will be three stories high, and contain transmitter room in basement with two main studios on street floor, as well as full facilities for all TV production projects. The two studios will each be 27 feet high. The smaller will be served by two cameras and the larger with three camera chains. Full facilities for making all production sets will be in the building as well as ample storage space. There will be kinescope recording rooms, projection rooms, dark rooms, announcer studios, dressing rooms and even a sewing room for cos-

(Continued on page 81)

Weekly Television Summary—February 11, 1952—TELECASTING Survey

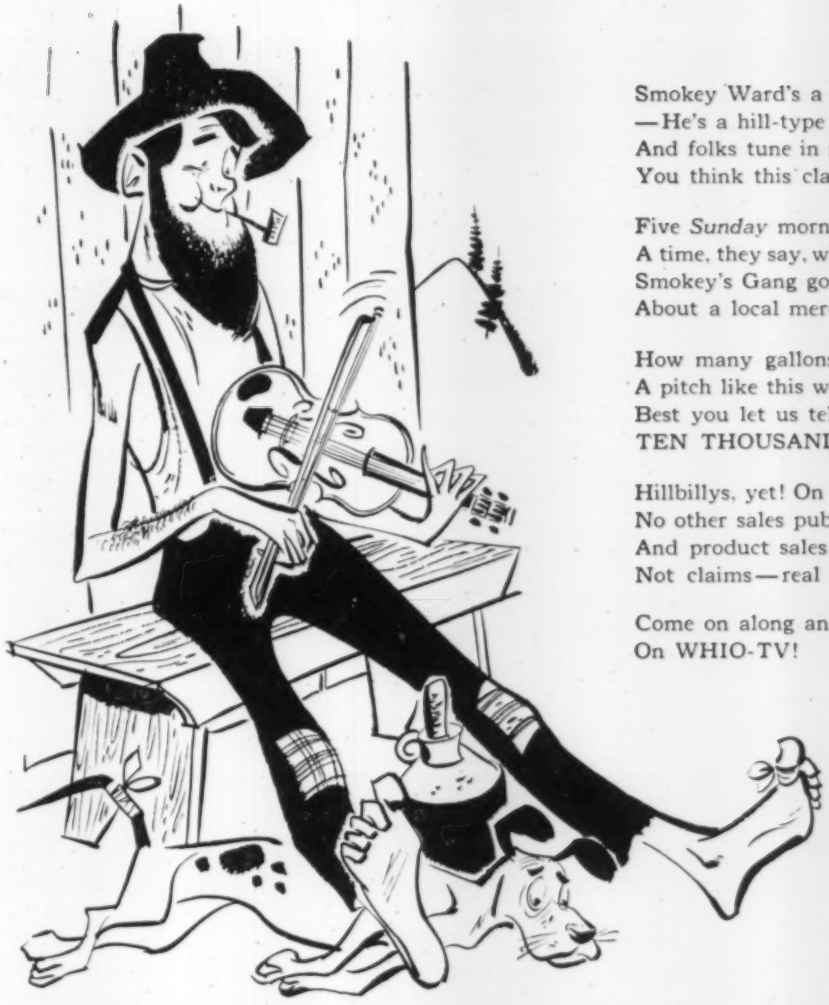
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	80,607
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	81,100
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	847,725
Buffalo	WBEN-TV	247,503
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	210,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	154,228
Davenport	WOC-TV	85,134
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228
Grand Rapids-	WOOD-TV	135,000
Greensboro	WFMY-TV	97,605
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	73,500
Indianapolis	WFBM-TV	212,350
Jacksonville	WMBR-TV	52,000
Johnstown	WJAC-TV	132,732
Kalamazoo-	WKZO-TV	170,560
Kansas City	WDAF-TV	180,755
Lancaster	WGAL-TV	135,576
Lansing	WJIM-TV	80,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,161,036
Louisville	WAVE-TV, WHAS-TV	130,076
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	118,000
Miami	WTVJ	105,000
Milwaukee	WTMJ-TV	305,537
Minn.-St. Paul	KSTP-TV, WTCN-TV	301,500
Nashville	WSM-TV	54,784
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	78,377
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	101,833
Oklahoma City	WKY-TV	113,224
Omaha	KMTV, WOW-TV	117,064
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	342,300
Providence	WJAR-TV	191,000
Richmond	WTVR	105,258
Rochester	WHAM-TV	109,000
Rock Island	WHBF-TV	85,134
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	70,200
San Antonio	KEYL, WOAI-TV	66,518
San Diego	KFMB-TV	124,000
San Francisco	KGO-TV, KPIX, KRON-TV	315,000
Schenectady-Albany-Troy	WRGB	193,700
Seattle	KING-TV	124,500
St. Louis	KSD-TV	363,000
Syracuse	WHEN, WSYR-TV	160,224
Toledo	WSPD-TV	150,000
Tulsa	KOTV	98,375
Utica-Rome	WKTV	67,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	324,375
Wilmington	WDEL-TV	93,014

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in use 15,690,39**

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

On Top with Old Smokey
Or—Sales by the Bucket on WHIO-TV



Smokey Ward's a fiddler man
—He's a hill-type billy—
And folks tune in from near and far.
You think this claim is silly?

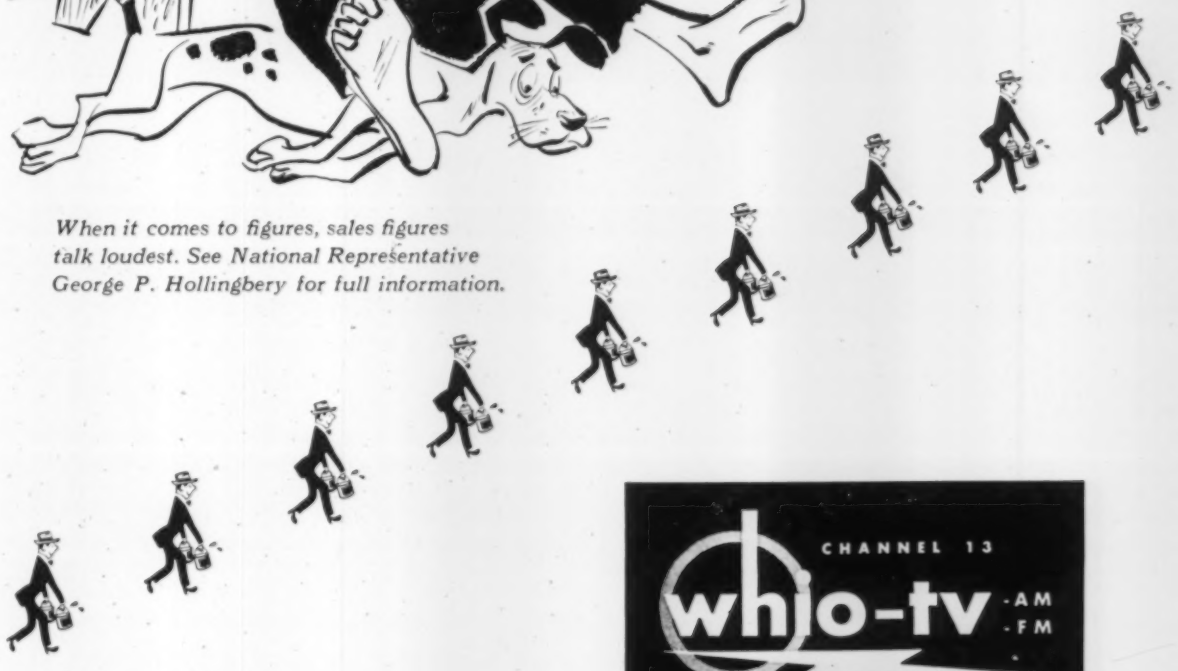
Five *Sunday* morns, at *10 a.m.*—
A time, they say, when viewers ain't—
Smokey's Gang got off *one* plug
About a local merchant's paint.

How many gallons would you say
A pitch like this would move?
Best you let us tell you first—
TEN THOUSAND we can prove!

Hillbillys, yet! On Sunday morn!
No other sales publicity!
And product sales like this racked up!
Not claims—real authenticity!

Come on along and make *your* sales
On WHIO-TV!

When it comes to figures, sales figures talk loudest. See National Representative George P. Hollingbery for full information.



CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

COMBINATION of humor, philosophy and a sales pitch are included in the format of 52 five-minute television films to be produced for **Contour Chair Lounge. Holiday of Dreams Inc.**, Hollywood, has been formed to produce the films.

National distribution in 57 markets is planned.

The new series, *Holiday of Dreams*, deals humorously and philosophically with the realization of dreams. Each film features an artist, a charcoal drawing and narration concerning stream-of-consciousness interpretation of drawing.

Officers of the new production firm are **Marie LeDoux**, president; **Nicholas Volpe**, vice president and producer-star, and **Victor LeDoux**, secretary treasurer. **Robert S. Scott** is director.

* * *

Fowler-Towne Enterprises, Hollywood radio, television and motion picture production company, has been organized by **Gene Fowler**, author - biographer, and **Gene Towne**, television and screen writer. **Tay Garnett** joins the organization as field director. **Gene Fowler Jr.** is editor.

Principals in the corporation pooled their literary efforts and acquired many new properties. They plan immediate production of a half-hour *Famous Personalities* TV films. Mr. Fowler will narrate, and **Red Skelton, Jimmy Durante, Jack Dempsey, Hedda Hopper** and **Grantland Rice** will be among the guest stars.

* * *

Television rights to "Little Orphan Annie" and "Gasoline Alley" have been acquired by **Este Television Productions Inc.**, Hollywood, from the Chicago Tribune-New York News Syndicate Inc.

Este is a recently-organized company headed by **Arthur L. Stern** and **William Trinz.**

The television production company will transform each of the strips into at least 26 half-hour films, using a live cast. Production is planned to start about July 1.

Mr. Stern has been in show business since 1927. He operated a chain of Chicago motion picture houses for many years and said he is one of the first film exhibitors to enter television production. Mr. Trinz, also a veteran showman, is said to have "discovered" **Judy Garland, Mary Martin** and **Deanna Durban.** He produced the first trans-continental TV series for ABC to emanate from the West Coast.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

film report

Sales . . .

Kling Studios, Chicago, has sold the *Old American Barn Dance* in 28 markets, including Pittsburgh, Toledo, St. Louis, Oklahoma City, Tulsa, Bloomington and Ames.

* * *

Series of *"TV Disc Jockey Toons,"* a **Screen Gems Inc.** package, is now a weekly feature of WBKB (TV) Chicago, Sunday, noon-12:30, as part of *Hal Tate's TV Disc Jockey Show.* The first package of 40 TV Toons was released to stations and advertising agencies fortnight ago, with ten new film-record combinations scheduled for shipment each month.

* * *

Recent television film commercials for the following organizations have been completed by **Alexander Film Co.**, Colorado Springs, Col.:

Eastern Wine Corp., New York, one 60-second film through **Ben B. Bliss & Co. Union Pacific Railroad**, Omaha, one 60-second and one 20-second film through **The Caples Co. The Coleman Co.**, Wichita, seven 46-second and seven 13-second films featuring Coleman water heaters. **Genesee Brewing Co.**, Rochester, N. Y., one 60-second and three 30-second films through **Rogers & Porter. La Fendrich Inc.**, Evansville, Ind., one 60-second film featuring La Fendrich cigars through **Saas & Co.**

* * *

Nat C. Goldstone Agency's film television package, *View the Clue*, now on KTTV Los Angeles Tuesday at 10 p.m. **Keith Hetherington** m.c.'s the program for **Rheem Mfg.** in cooperation with three local dealers through **Tullis Agency.** **John A. Ettinger** is Goldstone TV head.

Production . . .

Herman Swarttz, attorney for Paramount Pictures Corp., Hollywood, goes to **Motion Picture Center**, same city, as general counsel. Co-producing with **Walter Doniger**, writer, Mr. Swarttz plans 26 half-hour television films, *Duffy of San Quentin.* The films, based on the life and experiences of Warden Duffy, starts March 1. More than 15,000 ft. of prison stock film shots are available to the producers. **Paul Kelly**, stage and film actor, has been signed for the role of Duffy.

* * *

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures Corp., is making three half-hour television films for **The Christophers**, Catholic study group. The first film, already completed, *Television Is What You Make It*, stars **Ruth Hussey** and **Walter Abel.** The second, *Government Is Your Business*, is written by **Cyril Hume.** The third, written by **Charles Haas**, deals with atomic energy. The films are based on books written by **Father James Keller**, who is in charge of group.

* * *

Andre Charlot, English producer of *Charlot's Revue*, has obtained rights to all titles, properties, music and lyrics to the *Revues'* complete library. He will produce a series of hour-long television films in Hollywood with **Syd Cassyd** as co-producer.

Film People . . .

Henry Youngman has been signed by **Stephen Slesinger Productions** to star in 13 half-hour TV films, *Henny Youngman's Playground.* Films will feature old and new names in vaudeville. **Lewis Allen** will direct.

* * *

Howard Bretherton signed by **Roland Reed Productions**, Culver City, Calif., to a year's contract. He is assigned to *Trouble With Father* and *Mystery Theatre*, half-hour television films now on ABC-TV.

* * *

Frank Wisbar, executive producer for **Frank Wisbar Productions**, Hollywood, starts *"Sound in the Night"* this week, his 100th half-hour TV film for *Fireside Theatre* series.

* * *

Pete Johnson, assistant to film director KTTV (TV) Hollywood, to **Manhattan Films International**, Los Angeles, as manager of Television Div. **John Leo**, district sales manager Eagle-Lion Studios, San Francisco, to **Manhattan's** San Francisco office as district exchange manager.

* * *

Kirby Grant, film actor-singer, signed by **Jack Chertok Productions**, Hollywood, for leading role in *Sky King*, 26 half-hour TV film series sponsored by **Derby Foods Inc.** Series, starting on NBC-TV about April 1, is in production at **General Service Studio** [B•T, Dec. 31].

* * *

Ralph Cattell, vice-president and general sales manager **Jerry Fairbanks Productions**, Hollywood, in Atlanta to establish branch office for company.

* * *

Anne Whitfield, Baby Alice on NBC Radio Hollywood *Phil Harris-Alice Faye Show*, assigned role in Warner Bros. film, *The Miracle of Our Lady of Fatima.*

* * *

Paul Stewart, star of ABC Radio *Rogue's Gallery*, assigned role in R-K-O film, *Loan Shark.*

* * *

L. G. Caldwell, advertising executive, **Firestone Tire & Rubber Co.**, Akron, Ohio, in Hollywood to supervise filming half-hour commercial film at **Jerry Fairbanks Productions. Derwin Abbe** signed to direct film.

* * *

'GOLDBERGS' STATUS

Three Sponsors Listed

AFTER an in-again, out-again interlude, *The Goldbergs* got started on NBC-TV last week (Mon., Wed., Fri., 7:15-7:30 p.m. EST) with sponsors lined up for all three weekly periods [B•T, Jan. 14]. American Vitamin Corp. apparently had no hesitancy about its sponsorship of the Monday shows, but Ecko Products developed qualms about the number of stations the network could deliver and decided against sponsorship of the Wednesday segment, while Necchi Sewing Machines Sales Corp. appeared to waver in its original decision to back the Friday night period.

At the last minute, however, Ecko reconsidered and started its sponsorship last Wednesday as scheduled, explaining through spokesmen that it had decided to go along with the present station lineup and add new outlets as they become available. Necchi, meanwhile, was reported to have reaffirmed its sponsorship of the Friday period, beginning March 7

RANGERTONE
BEST FOR TV FILMS
USED BY
GEORGE W. COLBURN LABORATORIES INC.
304 East 44th Street, New York 20, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

CBS TV CITY

First Phase Set Oct. 1

SIX-STORY engineering building and four studio unit of CBS Television City in Los Angeles will be ready for occupancy by Oct. 1, Jack L. Van Volkenburg, the CBS TV president, announced last Monday.

This is the initial unit of the center, now under construction and more than 30% complete at Beverly Blvd. and Fairfax Ave.

Mr. Van Volkenburg revealed details for the first time at a Hollywood news conference. Among the details: Cost of the initial plant reportedly will be $8 million unequipped; it will cover 15 acres of a 35 acre tract; each studio will measure 12,100 square feet with two equipped for audiences of 350 each; walls separating audience and non-audience studios will be flexible to permit conversion to any size to meet programming demands.

The entire project, when completed, will be the first of its kind ever built for television and will represent an investment of more than $35 million. The CBS Television City will cover 25 acres and include a 13-story permanent administration building of 600,000 square feet.

Administration building of the initial plant will have 35,000 square feet of floor space with conference rooms for writers, directors, producers and other craftsmen. Adding to spacious dressing rooms, there will be three rehearsal halls, measuring 4,550 square feet each. The new-type "sandwich loaf" structure of the initial unit was blueprinted after more than 50 attempts by architectural engineers William Pereira and Charles Luckman, to come up with a Television City design acceptable to network executives, it was pointed out.

The stress on flexibility, according to Mr. Van Volkenburg, is to permit expansion or change along with the "growth and development of television without even losing its advantage of rapid, economic production."

EFFECT ON PUPILS

Ills Often Parents' Fault

AFTER the novelty of television has worn off, some children choose programs more carefully and turn to other pursuits.

This was brought out by Ed Weston, program director of WCPO-TV Cincinnati, in a talk before Ohio professors.

Speaking on the subject, "The Effect of Television on School Children," Mr. Weston emphasized that parents are to blame for many of the ills being placed on television. Video is only "something to see; it's not a way of bringing up children," he said.

Karl Van Meter (l), executive director, United Cerebral Palsy Assn., presents Col. Mitchell Wolfson, WTVJ president, with trophy in recognition of telethon's aid.

* * *

CEREBRAL PALSY AID

WTVJ (TV) Stages Telethon

CASH and pledges aggregating more than $58,811 were chalked up for cerebral palsy victims in the Greater Miami area in a 15½-hour telethon over the facilities of WTVJ (TV) Miami on Jan. 19-20, the United Cerebral Palsy Assn. has reported.

The telethon, described by UCP as the South's first, was staged in the Miami Beach Auditorium and featured name entertainers including Jack Carter, Martha Raye, Benny Davis, Sid Franklin, Nancy Donavan, the Vagabonds, Paul Bruun and George Hopkins.

Scheduled to run from 10:30 p.m. Saturday to 12:30 p.m. Sunday, it was extended to 2 p.m. Sunday because of "overwhelming response from TV viewers," UCP reported.

LEO DUROCHER SERIES

Acquired by United Television

UNITED TELEVISION Programs Inc. has acquired a new feature series, *Double Play*, with Leo Durocher and Laraine Day, to be released for local and regional sponsorship just as spring baseball practice begins, President Gerald King said last week.

Format centers around the Durochers who interview and argue with major sports personalities. Some 26 of the 15-minute telecasts will be filmed this spring, with Mr. Durocher under contract to do a total of 104. Now being produced in Hollywood, the first six completed shows feature such sports guests as Casey Stengel, Chuck Dressen, Bob Lemon, Ralph Kiner and Nancy Chaffee. Next group in series is scheduled for production at the Giants training camp.

Okla. GOP Convention

WKY-TV Oklahoma City will telecast the Oklahoma State Republican convention direct from the city's Municipal Auditorium today (Monday). Station will telecast debates and the voting on any resolution endorsing a particular Presidential candidate if such a resolution is introduced.

STANDARD CAPITAL

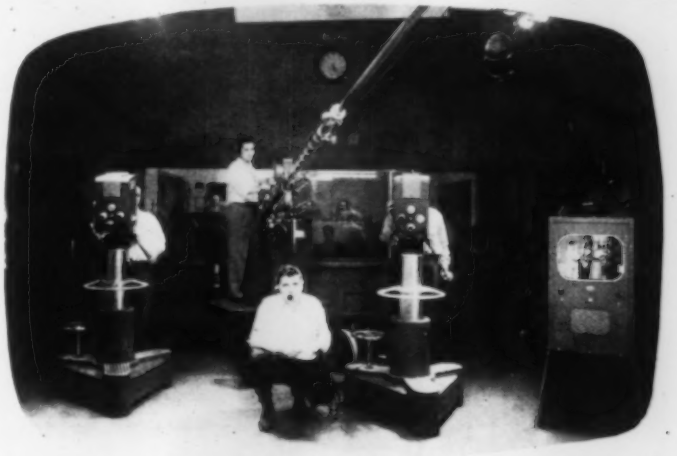
Forms New TV Subsidiary

FORMERLY concerned with financing of theatrical motion pictures only, Standard Capital is expanding operations to include television through a wholly owned subsidiary, Standard Television, with headquarters at 307 S. Hill St., Los Angeles.

Nate Wallach, parent company president, said that besides distributing its product, the firm has initially earmarked $1 million to finance TV film production. Under the new plan, Standard Capital will put up the first money on suitable TV deals. Company in the past has made only secondary financing on movie deals.

Marcus Loew II, grandson of Marcus Loew, founder of Loew's Inc., heads Standard Television as president and currently is setting up representatives in key cities to handle company product.

Standard Capital has sold 50% financial interest in Quality Films and withdrawn 14 movies from that firm for release under the new setup, according to Wallach. W. E. (Billy) Chaikin, Standard Capital director. Mr. Wallach also resigned from Quality's board.



you can "see" the difference on WBNS-TV

There's no question about the quality of telecasts on Channel 10. Better technical facilities make for better programs and commercials. WBNS-TV is one of the most modern television centers in the country, providing advertisers with complete facilities, equipment, and technical skills for highest quality production.

Compare facilities and you'll see why Central Ohio viewers prefer WBNS-TV* and why it offers more sales impact for your money.

Ed. Sullivan introduces McGregor sports wear

Utilizing the excellent production facilities the F. & R. Lazarus Company have developed a unique but highly successful merchandise show.

Complete 16 MM Film Production and laboratory facilities.

*TelePulse December, 1951. WBNS-TV carries 8 out of 10 top once a week shows, 6 out of 10 top multi-weekly shows, three of which are locally produced.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

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RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

MARCH OF DIMES

Networks, Stations Hel

"I DON'T think there was a program that didn't give us time."

That is the report on radio and television participation in the 1952 March of Dimes campaign as made by one spokesman for the National Foundation for Infantile Paralysis in New York.

"Networks, stations and sponsors gave us the most gratifying cooperation," another worker added. "Broadcasting people were simply wonderful."

Results of radio spots and station break announcements were most evident in the final day of the month-long drive, when the Mother's March was held in many metropolitan areas. Women in New York seeking last-minute, door-to-door contributions were surprised to be greeted with, "Oh yes, we're expecting you," it was reported.

Radio and television were credited, in particular, with laying a solid groundwork for the ultimate welcome given fund workers. Financial reports will not be completed for some time, it was said, but the value of the "welcome groundwork" was heavily emphasized by foundation officials.

Network Efforts

Major radio broadcasts given exclusively on behalf of the foundation—with time and program contributed by the networks—started on ABC Jan. 2 when Basil O'Connor, foundation president, inaugurated the 1952 campaign. Gov. Earl Warren of Calif. and his daughter, Nina, herself a polio victim, were principal speakers.

CBS Radio produced *My Best Five Minutes* for the March of Dimes as a 55-minute, late evening benefit on Jan. 19. With Helen Hayes as m.c., stars of the legitimate theater—such as Alfred Lunt and Lynn Fontanne, Judy Garland and Gertrude Lawrence—gave what they considered their outstanding material, performances on which their dramatic reputations are founded.

Mutual carried *The Girl in the Queen Elizabeth*, a drama of a girl in an iron lung, from 10:30-11 p.m. EST Jan. 30 on all stations except WOR New York. Film Actress Teresa Wright contributed her performance to the foundation.

Completing a sentence, "Why I should contribute . . ." was also asked of audience for ABC's *Stop the Music*, with best entries scheduled for participation in the giveaway series during February. The mail response totalled some 80,000 pieces.

Ralph Edwards, NBC Radio-TV star of *The Ralph Edwards Show*, inaugurated another mystery contest. His mystery man was known as "Mr. Dimes," and the guesser of his identity won a new Cadillac. *All-Star March of Dimes From Hollywood* was broadcast by NBC radio Jan. 31, with major broadcasting personalities including Alice Faye and Phil Harris, Bob Hope, Dennis Day and Fibber McGee and Molly appearing on behalf of the campaign.

Although there were no special, national television shows for the March of Dimes, announcements and pleas were carried on virtually all major regular programs sometime during the month. The *Robert Montgomery* presents show on NBC-TV Feb. 4 was "Rise Up and Walk," a drama about infantile paralysis adapted from the Book-of-the-Month Club selection.

If cooperation offered by local New York stations and sponsors was an indication of national effort, the broadcasting of appeals was a magnificent success, officials said.

"They just about cleared all public service time for us," one campaigner explained. "I couldn't attempt to estimate the number of spots and station breaks we had."

The final day of the campaign, he added, provoked almost total effort, with words about the March of Dimes being broadcast at least every 15 minutes on some station within the city.

Transcriptions of programs dedicated to the March of Dimes were heard throughout the world. It was estimated that 41,902,700 radio homes in the U. S. were reached, plus over 850,000 set owners and their families in the U. S. territories and 90 million servicemen and civilians reached by Armed Forces Radio Service.

Special TV films in which noted persons appeared were sent to all 108 TV stations in the U. S. and selected films were sent to armed forces overseas.

Station Drives

Individual stations spared no trouble or expense in supporting the campaign. Among individual efforts reported to BROADCASTING • TELECASTING last week were the following:

WTIC-*Hartford Courant* "M O' Dimes" ended on February with a high record of contributio This was the 12th annual fun raising drive by the station a newspaper. Total of nearly $67 000 was raised in previous drives.

WDRC Hartford during Janua devoted all available day and nig station breaks and spots to th drive.

At WKNE Keene, N. H., *Dim For Dollars* telephone marathon fo March of Dimes was conducted b Disc Jockey Don Roberts, resultin in pledges "almost double that 1951." Listeners pledging mone by telephone were granted recor requests with album or records g ing to the highest contributor.

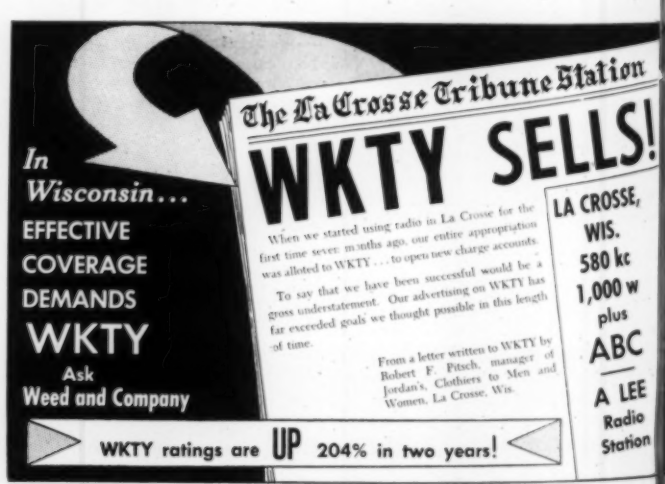
WTWN St. Johnsbury, Vt through varied efforts, raise about $400 for the MOD drive.

For the sixth year, WACE Ch copee, Mass., exchanged musica requests for pledges on its *Musica Grab Bag*, 2-4 p.m. $4,600 has com in with contributions still mount ing even though station announce end of its drive. Last year WAC raised more than $3,200.

Shirley Matson and Pen Brown WTAG Worcester, led that sta tion's drive. On their *Shirley an Pen* show, they asked listeners t send in their names, phone num bers and a contribution. Two win ners will receive an expense-paid trip to the Laurentian Mountains

Mondays during January o *Domestic Diary* with Polly Hus over WBZ-TV Boston were devote to the drive.

March of Dimes got a boost fro 15 Boston U. students. With limited radio budget, MOD official went to the school for an assis In less than a month, the student produced 150 announcements whic were aired by Boston stations, con ducted remote pick-ups and inte views. Especially helpful, sai university officials, was the loc


In Wisconsin...
EFFECTIVE COVERAGE DEMANDS
WKTY
Ask Weed and Company
The La Crosse Tribune Station
WKTY SELLS!
When we started using radio in La Crosse for the first time seven months ago, our entire appropriation was allotted to WKTY . . . to open new charge accounts.
To say that we have been successful would be a gross understatement. Our advertising on WKTY has far exceeded goals we thought possible in this length of time.
From a letter written to WKTY by Robert F. Pitsch, manager of Jordan's, Clothiers to Men and Women, La Crosse, Wis.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

chapter of Alpha Epsilon Rho, national honorary radio fraternity.

Jerry Gaines, chief announcer, WHAT-AM-FM Philadelphia, asked listeners to send in a dime contribution. This would entitle them to receive a phone call from Mr. Gaines during his morning or afternoon show. Mr. Gaines would call in a "mystery" voice. If the listener could identify the voice, he or she would receive prizes, donated by sponsors.

WWPA, WRAK and WLYC Williamsport, Pa., cooperated in a highly effective stunt to boost campaign contributions. Station trio simultaneously aired the weighing of dime donations in a remote broadcast from the window of a downtown department store. On hand for the Saturday broadcasts was a 10-year-old victim of polio who was interviewed over the air.

Lowell Cartwright, WRUN Utica, N. Y., invited sports personalities to participate in a panel-listener sports quiz. Listener or panel, whichever failed question, would have to make a contribution. Another WRUN staffer, Disc Jockey Carl Swanson, raised $3,200 during an 18½-hour marathon.

Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia and chairman of the 1952 March of Dimes Campaign in that city, said he expected the total of contributions resulting from telecasts by WFIL-TV, WCAU-TV and WPTZ (TV) there to reach $20,000.

WDTV (TV) Pittsburgh preempted commercial time Jan. 31 to present a special show, *March of Stars*, which brought in pledges of $47,508.

WPIC Sharon, Pa., did a special show from Sharon General Hospital. The show's dramatic impact stimulated donations.

WARD Johntown, Pa.'s Larry (Turtle) Welch raised $5,000—approximately $50 an hour—in a 100-hour marathon from a window of a downtown store.

WEST Easton, Pa., put on an accelerated 10-day drive and brought pledges totalling $10,000 and some 2,725 phone calls.

In a special *Mothers' March Marathon* which ran until 5 a.m. Sunday, Jan. 27, WAAM (TV) Baltimore raised more than $7,500 cash and solicited 360 volunteers for the "March" held Jan. 30.

Personalities from nearly all of the Baltimore radio and television stations went to the WAAM studios to participate in the marathon. WAAM's Nick Campofreda was m.c. of the show during its entire nine hours.

In addition to WAAM, other Baltimore stations participating in the marathon included WCAO-AM-FM, WFBR, WSID, WBMD, WITH-AM-FM, WMAR (TV) and WCBM.

In Nation's Capital

Donations received through the Mother's March in the nation's capital were counted over Milton Q. Ford's late program over WMAL-TV Washington. WWDC also reported strong support for the March.

WWDC conducted a contest in which Disc Jockeys Ford, Art Brown, Willis Conover, Jon Massey and Felix Grant competed to see who could raise the greatest amount. The station planned to contribute $50 in the name of the winner. Carl Berger, WWDC government news reporter, not to be outdone, had collected more than $1,000 in dimes.

On Jan. 18, WTVR (TV) Richmond, Va., featured young polio victims to point up the need for expensive equipment.

WDVA Danville, Va., conducted a contest designed to raise money for the campaign. Listeners were asked to write in 50 words or fewer why they like a particular program. Winner received a $100 savings bond. Campaign contributions were submitted with entries.

WTON Staunton, Va., raised over $4,000 in a concentrated 10-day drive, put on largely by Fulton King, WTON program director, and Bob Sterrett, announcer.

WESC-AM-FM Greenville, S. C., LBS affiliate, on Jan. 12 fed the 450-station network the story of an Air Force mercy flight in connection with the polio fight.

Alfred Vaden, sales staffer at WEIR Weirton, W. Va., pushed a wheelbarrow carrying a replica of an iron lung across the state of West Virginia. The trek, from the Pennsylvania border to the Ohio border amounted to only seven miles but Mr. Vaden's stunt spurred contributions.

WSFC Somerset, Ky., along with the Rotary Club of Somerset, raised $6,000 through auctioning goods contributed by local merchants and private citizens.

WROL Knoxville spurred contributions with a popularity contest between Archie (Grandpappy) Campbell of *Country Playhouse* program and Bill Johnson, disc jockey. Both men urged listeners to "vote" for them by sending a dime to local March of Dimes headquarters. Climax came Jan. 31 when winner (Mr. Johnson) in a new convertible led loser on a mule down Knoxville's main street in a civic parade.

WCOV Montgomery, Ala.'s disc jockey, Ray Hardin, got into the iron lung on display in downtown Montgomery, told his listeners he would remain there until $1,000 had been donated. He was released the same day.

WLWT (TV) Cincinnati, raised about $27,000 for the fund during a three-hour telecast of the finals of the local Golden Gloves Tournament on Jan. 24.

WLWD (TV) Dayton, during a wrestling telethon Jan. 17, drew $19,227.45 in pledges. For the telethon, 300 tickets were given

(Continued on page 82)

Featured Baltimore radio-TV personalities appearing on joint Mothers March Marathon *on WAAM (TV) included (l to r): Bill Dyer, sponsored on WCAO and WAAM programs by Arrow Beer; Nick Campofreda, WAAM, m.c. of marathon; Bailey Goss, sponsored on WMAR (TV) by National Beer, and Chuck Thompson, sponsored on WITH by Gunther Beer.*

Adv. Bibliography

SIXTH Edition of *100 Books on Advertising*, annotated bibliography, has been published. The 25-page booklet was compiled by Donald H. Jones, professor of journalism, U. of Missouri. Prof. Jones aimed at selecting books to give a general coverage of the advertising field and the booklet covers radio, TV, and newspaper advertising, public relation, publicity and research. Single copies are available without cost upon request to the School of Journalism, U. of Missouri, Columbia, Mo.

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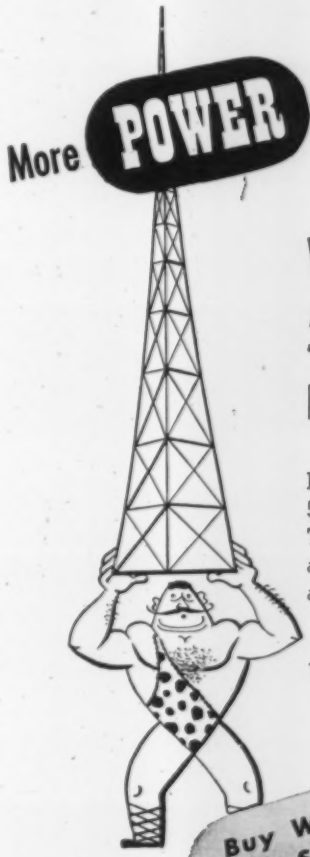
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DISPERSION

NSRB Readies Plan For Capitol Hill

PROBLEM of dispersal vs. decentralization of government agencies has been projected in sharper focus by federal security planners the past fortnight.

The issue is posed anew in the continuing conflict of views between the White House—President Truman and the National Security Resources Board—on the one hand, and members of Congress, on the other.

As presently envisioned, however, the FCC does not appear to figure either in plans for dispersal—moving of certain employes to nearby Maryland or Virginia—or decentralization, which would involve the transfer of offices to other cities.

The Senate has approved legislation providing for decentralization of some 50,000 federal bureau employes to other cities. But the administration, acting through NSRB, is prepared to ask the upper chamber to sidetrack the proposal in favor of its dispersal plan. NSRB is charged with dispersal, manpower, censorship and other security planning.

A House Executive Expenditures subcommittee has set hearings on the controversial suggestions for Feb. 14-15.

Over 30 industrial areas in the U. S. already have launched dispersion programs in line with President Truman's recommendations last August. Under this plan, new plants would be constructed at least 20 miles from city centers [B•T, Nov. 19, 1951].

Radio-TV electronic manufacturers, along with other type companies, are encouraged to establish new or expanding plants within reasonable proximity to supplying industries in present marketing areas. Existing manufacturing facilities are not affected.

Radio-TV broadcasters are not directly involved in the current controversy beyond the implied suggestion that they set up emergency power facilities on the outskirts of cities in connection with the FCC-Defense Dept. Conelrad alert plan.

In his budget message, the Chief Executive told Congress he is convinced that "any program which fails to place primary emphasis on dispersal to nearby areas would not be in the interest of security, efficient administration or good area planning."

Any ultimate dispersal plan, if it is adopted, would have to take into account FCC's vital liaison with the Defense Dept. and the Federal Civil Defense Administration, it was pointed out. Moreover, many of the Commission's activities, particularly monitoring, are already dispersed.

There is virtually no possibility that the FCC, FCDA or Pentagon would come under any blueprint for decentralization to other cities. Some of the lesser agencies might decentralized, however, authorities concede. Identity of these agencies has never been confirmed.

NSRB planners hold that dispersion would remove key government units out of enemy bombing range in Washington and still permit efficient government operation. Widely scattered units envisioned under decentralization, they point out, would impair essential military operations and also be costly.

The administration originally submitted dispersion legislation last year, but Congress rejected the proposal. Mr. Truman issued an Executive Order last August, laying the groundwork for planned dispersal of industry.

Signs Stipulation

STIPULATION has been signed by Cleveland Institute of Radio Electronics, Cleveland, agreeing to cease representations that persons completing its correspondence course are assured of obtaining an FCC commercial radio telephone operator's license. Stipulation was signed with the Federal Trade Commission and announced Thursday.

JOSIAH MARVEL CUP

WDEL's Walsh Gets '51 Leadership Award

PRESENTATION of the Josiah Marvel Cup has been officially made made to J. Gorman Walsh, general manager of WDEL-AM-FM-TV Wilmington, Del., for his leadership in a variety of community affairs during 1951.

The award was presented at the 115th annual meeting of the Delaware Chamber of Commerce by Judge Daniel L. Herrman of the Superior Court of the state. Mr. Walsh was the unanimous choice of the board of judges for the award, presented annually to the Delawarean who has rendered outstanding service to the state, community and his fellow citizens.

Mr. Walsh, who assumed managerial duties at the Wilmington outlet in 1934, was cited for a number of community activities, eliciting warm praise from the local *Journal-Every Evening* and Wilmington business leaders upon receiving the cup.

The award is presented in honor of the Hon. Josiah Marvel, first president of the Delaware Chamber of Commerce and late father of the former ambassador to Denmark, Josiah Marvel Jr. First presentation was made in 1950.

Among the activities in which Mr. Walsh participated last year were the United Community Fund, CARE, American Heart Assn., National Foundation for Infantile Paralysis, United Negro College Fund, Delaware Safety Council and the Delaware Anti-Tuberculosis Society.

Mr. Walsh (r) receives the 1951 Josiah Marvel Cup from Judge Herrman.

This was actually Mr. Walsh's second C of C award in eight years. In 1944 he was chosen "Young Man of the Year" by the Wilmington Junior Chamber of Commerce.

Wilmington *Journal* said Mr. Walsh has demonstrated "truly extraordinary qualities of good citizenship and a wholly unselfish devotion to the public welfare." The WDEL executive, the editorial said, "has been the living personification of radio and television—'in the public interest.'"

JOEL W. STOVALL

WKRC Executive D

JOEL W. STOVALL, 48, [illegible] sales manager for WKRC Cincinnati, died last week at his [illegible] after an illness of several months.

Mr. Stovall

Mr. Stovall was recovering from a serious operation but had been back at his job a month when stricken.

Prior to joining WKRC eight years ago, Mr. Stovall was musical director of KMOX St. Louis. In eight years with WKRC, he served as program director, promotion director and had taken over the local sales managership about 18 months ago. Surviving are his widow, a son and a daughter.

'LULU' AWARDS

Set for Coast Ad

SIXTH ANNUAL Frances Holm[illegible] achievements awards of Los Angeles Advertising Women Inc. will be presented April 20 at Los Angeles, Ambassador Hotel.

Awards in the form of gold trophies called "Lulu" will be given in 15 different advertising categories. In addition a grand award will be made for the most outstanding entry of all, regardless of the fact that winner may have earlier been presented a "Lulu."

Classifications in which awards will be given include: radio spot commercial campaign, sponsored radio program series, television spot commercial campaign, sponsored TV program series, commercial film, copy, layout, mechanical production, research project, direct mail campaign, complete campaign, finished art, publicity campaign, public relations campaign and any unique method of advertising not falling into the usual classifications.

Offered with cooperation of Advertising Assn. of the West, contest is open to any woman in the advertising profession or allied fields, living and working in the area serviced by AAW. It includes Washington, Oregon, California, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming and British Columbia. Closing date of contest entries is March 20. Norma Jean Wright is the awards competition co-ordinating director with Helen Edwards, president of LAAW In[illegible]

YOU CAN'T TELL OUR ADVERTISERS we're wrong

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Our time is our own, and we can take our listeners to places they'd like to be,—things they'd like to hear . . . we can feature on-the-spot coverage! Because our listeners know this, WJPG is the NATURAL station to tune to keep on top of everything that's going on.

There's an "intimacy" between this rich, populous, good-living market and WJPG. That's important to our advertisers, because the GREEN BAY MARKET HAS A GREATER PER CAPITA SPENDABLE INCOME THAN THE NATIONAL OR WISCONSIN AVERAGE.

Or write us for any specific things you'd like to know about this "local station makes good" startling success story.

the radio service of WJPG The Green Bay Press-Gazette

GREEN BAY, WISCONSIN

KLIX

IS KLICKIN'

Telestatus

(Continued from page 74)

ume changes. Offices will occupy he third floor.

A 500-ft steel tower for Channel will stand in front of the CBC-V building. Immediately below he TV antenna will be an FM ntenna for CBL-FM when the tation is moved from its present ocation in the Canadian Bank of Commerce Bldg. Platforms will be uilt at the 200 and 300 foot levels f the TV tower for microwave elay equipment. The tower will withstand 95 miles per hour winds, nd will be fitted with de-icing equipment.

That CBC expects independent TV stations will be licensed is seen in the fact that facilities have been included in the new TV building at Toronto to record on kinescope all CBC productions so that independent stations will be able to use the films.

While CBC has railed against the types of programs coming from U. S. TV stations, facilities have been included in the new building to pick up U. S. programs by way of Bell Telephone microwave relay stations from Buffalo, N. Y. Also, CBC-TV officials have toured most U.S. TV stations for ideas now being incorporated in their new building.

★—★—★

Non-Televiewers Give TV Preferences

NEWS, special events, sports and concerts are preferred TV program fare among families in non-television areas, according to a survey conducted by Scott Radio Labs., Chicago.

The company tabulated answers to questionnaires from 168 families selected at random in Denver, Fort Wayne, Portland, Tampa and Tucson, all at least 100 miles from the nearest television outlet. Answering what kind of programming would interest them most when TV becomes available, 52% of the families said news and current events, with sports favored by 48%. Concerts appealed to 43%. Other program preferences, in order, were public affairs, comedy, variety, dramatic and education.

Fifty-one percent of the families believe television will help their children to become better informed on science, history and current events, while 44% believe TV could help them form better opinions of candidates and political issues in the upcoming elections. Television will help establish closer family ties, in the opinion of 36%.

PURCHASE of Frederic W. Ziv Co.'s *I Was a Communist for the FBI*, transcribed open-end radio series, by KSD St. Louis was formalized at a ceremony attended by (l to r) Hank Luhrman, Ziv account executive; George M. Burbach, KSD general manager, and Harold O. Grams, KSD program director.

★—★—★

WFIL-TV Issues Rate Card No. 10

WFIL-TV Philadelphia last week issued rate card No. 10, effective Feb. 15. Class A time was delineated as 7-10:30 p.m. Monday through Friday and 1-10:30 p.m. Saturday and Sunday; Class B time, 5-7 p.m. Monday-Friday and 10:30-11 p.m. Monday - Sunday, and Class C time, all other times.

One time rates were given as follows: One hour—Class A, $1,500; Class B, $1,125, and Class C, $750. Half-hour—Class A, $900; Class B, $675, and Class C, $450. One-minute announcement (film or side)—Class A, $300; Class B, $210, and Class C, $135.

★—★—★

Skelton Tops Berle In January Nielsen

RED SKELTON, star of his own NBC-TV show, nudged Milton Berle, also NBC-TV, out of first-place in the national Nielsen ratings for the top 10 TV programs in a report covering the two weeks ending Jan. 12. Mr. Berle has consistently held first place in ratings heretofore. "Uncle Miltie" captured second place in the number of TV homes reached but was third, behind *Arthur Godfrey's Talent Scouts*, in the percentage-wise ratings. The Nielsen report for the two weeks ending Jan. 12 follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Red Skelton (NBC)	7,745
2	Texaco Star Theatre (NBC)	7,362
3	You Bet Your Life (NBC)	7,038
4	Colgate Comedy Hour (NBC)	6,999
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	6,751
6	I Love Lucy (CBS)	6,724
7	Your Show of Shows (Reynolds, R. J., Tobacco (NBC)	6,617
8	Your Show of Shows (Participating) (NBC)	6,588
9	Fireside Theatre (NBC)	6,564
10	Rose Bowl Football Game (NBC)	6,076

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Red Skelton (NBC)	55.4
2	Arthur Godfrey's Scouts (CBS)	49.7
3	Texaco Star Theatre (NBC)	49.6
4	I Love Lucy (CBS)	48.9
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco (CBS)	48.8
6	Colgate Comedy Hour (NBC)	48.5
7	Your Show of Shows (Participating) (NBC)	47.9
8	You Bet Your Life (NBC)	47.4
9	Your Show of Shows (Reynolds, R. J., Tobacco (NBC)	46.4
10	Fireside Theatre (NBC)	44.6

Copyright 1952 by A. C. Nielsen Co.

Dunton Gives TV View

LITTLE likelihood for any privately-owned Canadian station to have a TV outlet was expressed fortnight ago at Vancouver by A. D. Dunton, chairman of government's Canadian Broadcasting Corp. He stated at Vancouver that CBC plans to start a TV station at Vancouver soon but that requests of CKNW New Westminster and other private stations for TV outlets will not be granted until the CBC system is completed. There is to be no link for CBC-TV Vancouver with Seattle or other U. S. TV cities, Mr. Dunton intimated.

'INSIDE SCHOOLS'

Expands to 20 Cities

LOCALLY-produced TV series inaugurated by *Life* magazine, titled *Inside Our Schools*, will be extended to the top 20 video markets as a result of its three-day tryout in St. Louis Jan. 24-26 on KSD-TV, it was announced last week.

Dick Krolik, *March of Time* TV producer-director who handled the St. Louis project, will work full-time on the remaining cities. He left New York last week to make arrangements in Washington, Philadelphia, Boston and Baltimore. Cleveland, Cincinnati, Columbus and Indianapolis are to be contacted simultaneously by his assistant, Dave Ruley, technical director for *March of Time* television. All 20 of the top markets are to be contacted by the end of the month so that local series can be produced before school vacations in June.

Inside Our Schools operates as a sustaining, public service series of programs over a period of a week or more, using live TV remotes to report on the state of local education to parents and taxpayers. *Life* magazine contributes promotional blanketing of the station's audience.

Series was first tested via WRGB (TV) Schenectady, followed by 28-hours of programming by WHAS-TV Louisville, during National Education Week.

JOE CAVANAUGH

JOHNSTOWN'S OUTSTANDING PERSONALITY SALESMAN

. . . is ready to sell your products and services weekday mornings 7:00 to 9:00 A. M. Mr. Cavanaugh received the Pennsylvania Jaycee Service Award and the Johnstown Jaycee Award as its most outstanding citizen in 1951.

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2nd MARKET IN WESTERN PENNSYLVANIA

30 Years of Fitting a Medium to a Market

WSYR ACUSE NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

March of Dimes

(Continued from page 79)

out to contributors of $10 or more.

From a series of three amateur contests over WNXT Portsmouth, Ohio, 36,258 votes at 10 cents each were contributed to the county campaign fund.

Listen to the record playing, then name the band. That was the way to play *Tele-Band*, musical quiz game brought by the March of Dimes campaign to viewers of WTVN (TV) Columbus, Ohio. Jim Lawler, *Tele-Band* m.c., awarded $1,000 in prizes. Idea was originated by Bill Ellis, WTVN staffer. Program, seen five nights weekly for three weeks, stimulated campaign donations.

WCSI-AM-FM Columbus, Ind., joined forces with a local newspaper to meet the local city police in a basketball game. The contest was played Jan. 30 in the high school gymnasium before a capacity crowd, with proceeds going to the March of Dimes. Advance interest was built up by WCSI staffers who appeared at downtown meetings dressed as Arab sheiks.

An unusual Valentine contest was conducted by WHBC Canton, Ohio. Valentines had to be hand made and accompanied by a contribution to the March of Dimes fund.

Cleveland's radio and video stations were credited with 99% of the success of that city's Mother's March" by the drive chairman. Contributions exceeded goal of $400,000 and amounted to more than $100,000 over donations last year.

WBBM Chicago presented a special show Jan. 27 in collaboration with the Mother's March.

WOOD-TV Grand Rapids gave the western Michigan campaign a $2,000 boost Jan. 26 through a special 2½-hour show.

WLDY Ladysmith, Wis., netted the polio fund $2,800 after a marathon auction of 269 items, donated by local merchants. Jeff Evans, WLDY staffer, talked for 5½ hours during the marathon.

WDOR and WOKW Sturgeon Bay, Wis., ordinarily stiff competitors, buried the hatchet and combined forces to spur March of Dimes contributions. Stations collected 14% of the county quota.

Dean Landfear, disc jockey for WMT Cedar Rapids, was named National Disc Jockey for the March of Dimes. Mr. Landfear aimed to better the $30,000 raised last year by Tait Cummins, WMT sportscaster. Enthusiastic listeners not only equalled Mr. Cummins' record but sent in $30,235.34.

Mr. Landfear

Mr. Cummins

For the very young, KRNT-AM-FM Des Moines had a "Polio Parade of Pennies." Bill Riley, KRNT m.c., launched the drive which brought 88,477 pennies. This made up one of the city's largest donations.

KJFJ Webster City, Iowa, raised $354 through a special program, *Music by Demand*, Jan. 20. Station staff members and civic officials contributed their musical talents.

Prominent civic officials read nursery rhymes over KOVC Valley City, N. D., to raise contributions.

WIBW Topeka, Kan., gave the campaign a boost by setting up a booth named "Dimes Square" on a busy downtown corner. Art Holbrook, WIBW studio manager, recorded on-the-spot interviews for broadcast later.

WEMP Milwaukee's *Ole Night Owl* program brought in $1,536.70 to the MOD campaign in that city. Joe Dorsey, WEMP disc jockey, played requests for every listener who pledged $1 or more.

WMT Cedar Rapids had nearly $10,000 in contributions channeled through the studio this year, boosting a four-year total to nearly $60,000. Some $2,020 of this year's total came from 3,500 Collins Radio employes.

KFH-AM-FM Wichita, Kan., raised more than $1,300 through a benefit show in the fading hours of the campaign.

KGLO-AM-FM Mason City, Iowa, attracted $1,542.50 from nearly 800 persons who phoned in pledges during a 4½ hour show.

KODY N. Platte, Neb., used interviews and personal appeals of polio patients to promote the campaign and was instrumental in the citys' reaching its $27,000 goal.

Jack Hunt on KARK Little Rock, Ark., aired a special two-week appeal. He offered a picture of himself and his Rhythm Ranch Hands to listeners who sent in their request with a dime.

KVSO Ardmore, Okla., in cooperation with the Ardmore Kiwanis Club, conducted a highly successful radio auction for the MOD fund.

KERB Kermit, Tex., raised $460 for the county drive through its own month-long fund-raising drive.

The campaign fund received $5,000 and the Infantile Paralysis Chapter of Fort Worth received one day's secretarial services from Marie Wilson, star of CBS Radio-TV *My Friend, Irma*. This resulted from the Coca Cola Bottling Co., Ft. Worth branch, donating 50,000 dimes.

KDSX Denison, Tex., through its third annual *March of Dimes Fun Show*, raised $1,209.57.

Len Allen, KLO Ogden, Utah, on his morning disc jockey show offered to shovel snow for the person making the highest contribution. His offer was taken up by personnel at the Hill Air Force Base near Ogden. The base has 180 miles of runway. After Mr. Allen pushed through the first drift, officials relented and brought out help. Base officers sent him a $100 check.

Mike Roy, star of KLAC-TV Los Angeles' *Mike Roy's Kitchen*, had a fifty-cent lunch Jan. 17 for KLAC staffers and asked them to donate the difference between fifty cents and the usual cost of their lunch.

KNBC and KRON-TV San Francisco joined forces last Thursday night to climax efforts on behalf of the drive. Plans were to have both stations continue the promotion as long as contributions kept rolling in by telephone, telegraph or personal delivery.

AAAA MEETING

Scheduled April

AMERICAN ASSN. of Adver ing Agencies will hold its 34th nual meeting April 3-5 at Greenbrier Hotel, White Sulp Springs, W. Va., it was announ Tuesday.

Limited by facilities avail at the hotel, this year's regist tion again will be restricted to more than 375 persons, it pointed out by the operations co mittee. Because of this ceiling attendance, the decision as whether media and advertis guests can be invited is being he up to await reservations made people from AAAA member age cies.

AAAA council and chapte governors will meet at the Gree brier April 2, before the genera membership meeting starts the ne day. Annual dinner this year scheduled April 4.

Plans and arrangements for th annual meeting are being manage through the operations committe of the AAAA board of directo and are under chairmanship Louis N. Brockway, Young Rubicam, New York.

WCCO Business

BUSINESS activity continues bear up prospects for a bright '5 first quarter, it has been reporte by WCCO Minneapolis-St. Paul Purities Bakeries Corp. Jan. 2 marked its 13th year of sponsorship of Cedric Adams' *Nighttime News*, thrice weekly, 10-10:15 p.m. Other new business included Minneapolis Brewing Co. (Grain Bel Beer), which renewed *Bob De Haven's Friendly Time*, half-hou disc show, thrice weekly, with Twi City Federal Savings & Loan pick ing up three other nights; Twi City Ford Dealers Assn., whic bought coverage of Minnesota Stat high school basketball tournament March 19-21; Northwestern Bel Telephone, which bought six an nouncements per week throug 1952, and Archer Daniels Midland which increased schedule of Rol Hertsgaard's five-minute newscast from three to four per week.

"Thanks to our 'US' Electric Plant we're on the air!"

In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for *dependability*. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

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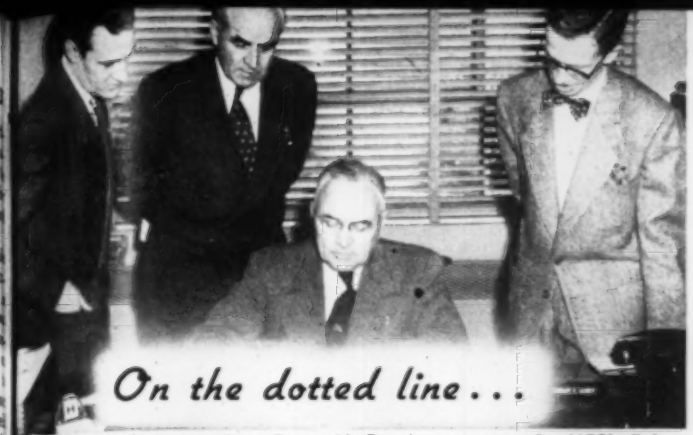
NEW YORK CITY	TEL. MURRAY HILL 9-0200



NORTHWEST Equipment Inc., Fargo, N. D., signs contract for MBS's Fulton Lewis jr. news commentary, which started on KVOX that city Feb. 4. Standing (l) is R. L. Owens, KVOX assistant manager. Others, all from Northwest Equipment, include N. O. Jones (seated), gen. mgr.; S. F. Laskey (2d l), pres., and C. C. Putnam, adv. mgr.

FOUR DAILY newscasts on WQAN, Scranton (Pa.) *Times* station, are ordered by Megargee Bros., largest paper distributor in northeastern Pennsylvania. Seated (l to r): James P. O'Connor, firm's sales mgr.; Cecil Woodland, WQAN gen. mgr.; standing, Bernard Swartz, station's account executive; Jack Hawkins, field representative for firm.

52-WEEK contract for *Pauline Frederick Reports* and announcement campaign taken on WGFG Kalamazoo, Mich., by Harding Markets, major food outlet. At signing are (l to r): Seated, Herb A. Corum, v. p., and Melvin R. Harding, pres., Harding Markets; standing, Edwin Phelps, salesman, and L. Joe Bolles, gen. mgr., WGFG.

WOAI San Antonio's library facilities are enhanced with signature of Arden X. Pangborn (l), gen. mgr., to contract with World Broadcasting System, producer of library programs and features. World sales representative Hugh Grauel witnesses signing.

RENEWAL of *Calso Sports Round-up* on WWON Woonsocket, R. I., is consummated by WWON sports announcer Gene O'Neill (l), signer Olindo Galluccio, pres. of Preferred Oil Co., and Gene Mailloux, station's sales director.

GEORGE HUNT, Mohawk Chevrolet, for Tri-State Adv. Co., signs for newscasts on WGY-WRGB (TV) Schenectady. (L to r) are Ted Baughn, WRGB prog. dir.; Gulian V. Smith, v. p., Livermore Chevrolet; Mr. Hunt; Robert F. Reid, station sls. sup.

ERNEST D. WALEN, v. p., Pacific Mills' worsted div., applies ink to contract with WLAW Lawrence, Mass., for fifth straight year sponsorship of *This Is Your Community*, Thur. 6:30 p.m., as David M. Kimel, account executive, approves.

WNYC OPPOSED

Use of City Funds Hit

THE MAYOR of New York was urged last week by Thomas J. Miley, executive vice president of the Commerce and Industry Assn., to shut down the "costly operation" of municipal station WNYC.

"I think the answer to it," Seymour N. Siegel, director of WNYC, said, "is that the Board of Estimate will consider a resolution authorizing us to apply for a television license when the freeze is lifted." Forwarded to the board by Robert F. Wagner Jr., borough president of Manhattan, the question was due to be raised Thursday.

Attacks by would-be economizers upon the local station have been recurrent enough to be considered routine, Mr. Siegel explained, saying that when the city's first billion-dollar budget was proposed about five years ago, the Citizens Budget Committee could suggest only one deletion: Operation of WNYC, then budgeted at $165,000. The station operates on $310,000 a year at present.

Request for expanding from AM to FM to television as well, Mr. Siegel said, may be ill-timed in light of the city's request for more state funds, but the imminence of lifting the TV freeze has made it necessary. Not anticipating any other objections from the board, Mr. Siegel is "hopeful" of receiving the permission.

Also under fire last week was the film-television unit at WNYC, whose legality was questioned in Mr. Miley's same letter to the mayor, since "no public mention" has been made of the activity. The eight-man section has been operating for three years, Mr. Siegel pointed out, to produce city government films, training films and even some public service spots for use on commercial stations.

As for the station's service to its municipality, Mr. Siegel explained Tuesday that when the City Finance Committee met the previous week, only one outlet in New York broadcast the session: WNYC.

MUSIC AWARD

WNYC Cited by Foundation

FIRST AWARD for "public service in music" will be presented tomorrow (Tuesday) to WNYC New York by the Koussevitzky Music Foundation—organized in 1942 by the late Boston Symphony conductor—during opening concert of WNYC's 13th Annual American Music Festival at Town Hall, New York. Award will be presented to Mayor Vincent R. Impellitteri by Mrs. Serge Koussevitzky, Foundation's president and widow of the conductor.

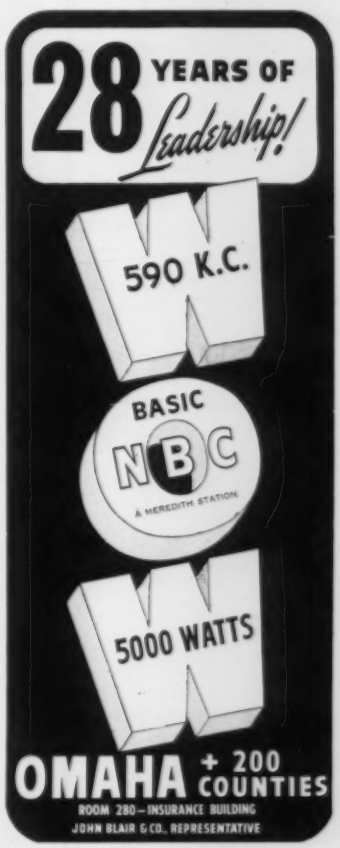
Authorized in a resolution passed by the foundation's board of directors, the scroll cites WNYC's "distinguished service to American composers and its outstanding contribution to the cause of contemporary music." Station's Music Festival will run Feb. 12-22.

Pentagon Meeting

ELECTRONICS manufacturers conferred with representatives of the U. S. Air Force and Navy on current production problems at a meeting held in the Pentagon Jan. 30. Discussions evolved around aircraft problems, including those involving flow of component parts, as they apply to the field of areonautical electronics equipment in the Air Force and Navy. Existing production bottlenecks were explored. The meeting was called by R. L. Gilpatric, Under Secretary of the Air Force, and John F. Floberg, Assistant Secretary of the Navy.

'Silent' Spots

IN ORDER to sell time, most station sales executives develop and deliver tested formula to buck the competition. But this was clearly unnecessary in one instance for Fransisco King, owner-manager of XEAA Mexicali, Mexico, who sold 14 spots without effort. Sale occurred when Dick Sampson, general manager of KXO El Centro, Calif., couldn't take accurate field intensity tests because of XEAA interference. Result: he bought 14 *silent* spots from Mr. King.



Our Respects To

(Continued from page 52)

lawyers do—as a law clerk.

But Japan bombed Pearl Harbor that December and Mr. Dobin had the unique experience of "clerking" for four years with the U. S. Army. Literally.

After going through the basic training mill, he wound up eventually a master sergeant in the office of the Judge Advocate General at Aberdeen Proving Grounds, in Maryland. His work involved reviewing claims against the government and decisions of Army boards.

He became, without half trying, indoctrinated with Army rules and regulations. [And now, six years later, rules and regulations are his forte.]

As World War II came to a close, Mr. Dobin began to spend pass-time in the nation's capital—an hour's bus trip from Aberdeen. Through friends at Justice Dept., he was steered to the FCC.

Late in December 1945, he ran the interview gamut at the Commission. He saw then General Counsel Rosel H. Hyde (now a Commissioner), Assistant General Counsel Harry Plotkin, then in charge of litigation and administration, and Assistant General Counsel Vernon Wilkinson, then in charge of broadcasting. Both Messrs. Plotkin and Wilkinson are now in private practice.

In January 1946, Mr. Dobin started with the FCC. His first work was the routine bits and pieces a young attorney handles in the litigation and administration division of the Law Dept.

But, for the broadcasting industry, his early experience has meaning. He was Mr. Plotkin's assistant at the Washington TV application hearings in 1946, the first postwar TV hearings held.

During those first years, Mr. Dobin also got his fingers in the Churchill Tabernacle case, the daytime skywave imbroglio, and, as part of his job of processing complaints against stations, the Richards case.

Churchill Tabernacle, a religious group, had owned WKBW Buffalo, N. Y. When it sold the station to its present owners, it had reserved time for itself under the terms of the sale contract. This, the FCC considered a delegation of licensee responsibilities, and as such unlawful. The case was straightened out when the present WKBW owners revised the contract to eliminate this special tie-in deal.

As to daytime skywave, the Commission never officially recognized that there is any such thing. Therefore, it had been granting stations on clear channels for daytime operation.

Encroachment Charged

To the powerful clears, this was an out-and-out case of encroachment, particularly in the hours before sundown and before sunup, when, it was claimed, the daytime stations' signals fouled up the transmissions of the clear channel stations—in their own backyard, so to speak.

At one time there were 10 appeals to the U. S. Circuit Court of Appeals to stop the Commission from granting daytime stations on Class I wavelengths without protection to the dominant stations. Mr. Dobin assisted in the preparation of those cases.

The situation was resolved by the Supreme Court in the landmark WJR Detroit decision, which found in part for the Commission and in part for the clears.

In the Richards case, Mr. Dobin's part was purely fortuitous. He was responsible for checking all complaints about stations and it was through his hands that the initial charges of the Hollywood Radio News Club passed.

There's a side to Mr. Dobin that, to the uninitiated, is likely to be put down to brashness, but actually reflects his love of a job.

In 1949 Mr. Dobin was Commission counsel in the hearings on the license renewal of WTUX Wilmington, Del. That station was accused by the FCC of overdoing its horse-race broadcasts.

Several times before the hearing Mr. Dobin spent a day or two at a time in Wilmington. He enjoyed himself hugely — "playing the horses." When the FCC hearing began, astounded Wilmington bookies found themselves subpeonaed to tell what use they made of race-casts from WTUX in running their hand-books.

There have been other cases which bore the mark of Mr. Dobin's thoroughness in preparation.

It was Comr. Robert F. Jones, during the 1950 TV hearings, who needled such giants of the broadcasting world as Brig. Gen. David Sarnoff and Dr. Allen B. DuMont with references to views and recommendations on dual standards and color they had expressed in 1941 when the first TV standards hearing was held.

But, it was Mr. Dobin who had, in conjunction with the Ohio commissioner, dug up their testimony from old, dusty transcripts of that hearing nine years before.

In May 1949, Mr. Dobin was named legal assistant to Comr. Jones. He thus won a niche for himself in the FCC's legal history by becoming the first legal assistant to a commissioner.

Comr. Jones' admiration for Mr. Dobin is high. When Comr. Jones appeared before the Senate Interstate and Foreign Commerce Committee last year, testifying in favor of the McFarland Bill to reorganize the Commission, he used his association with Mr. Dobin to point up the practical benefits of a staff assistant. At the same time, he cited their association to emphasize how the Commission can work together in the public interest—referring to his Republican Party affiliation and Mr. Dobin's Democratic Party leanings.

In July of last year Mr. Dobin was made chief of the rule-making division of the Broadcast Bureau. He was immediately submerged in the TV allocations proceedings.

It was he who was responsible for the idea of a "paper" hearing. Had normal, oral hearings been held before the Commissioners, it is his view that they would have run at least 18 months—instead of the three months they actually did.

Come March 1, when Mr. Dobin hopes to be able to wash his hands of TV allocations, he's faced with a number of other critical issues.

As head of the rules and standards division, he will be concerned with the clear channels, daytime skywave, transit radio, functional music, subscription TV, multiple ownership, duopoly, network rules, NARBA, theatre-TV and all legislation affecting broadcasting.

Mr. Dobin is a heavy reader of non-fiction. (Those mystery books his associates saw him carrying last fall were en route to his wife. But lately he has discovered the stories of F. Scott Fitzgerald and he will start a dissertation on the "lost generation" at the drop of a hat.

He is married to the former Edith Mazer of New York City. When 4½-year-old Kenneth gets on the phone these days, he's likely to answer a call for his father with "Daddy's still at the office. He's working hard."

To keep Kenny company, there's another little Dobin on the way.

In fact, in Mr. Dobin's mind it has been a race to see which will be first—the new Dobin or the TV allocations cleanup.

Both are due "any day."

REALIGNMENT of duties brought smiles to these Don Lee Broadcasting System executives. Standing (l to r) are Joe Parsons, new radio account executive; Art Mortensen, new national sales manager, Don Lee-Radio; Marion Harris, new radio account executive. Seated (l to r) are Jack Jennings, KHJ-TV Los Angeles account executive; John Bradley, new national sales manager, Don Lee-TV, and John Reynolds, new KHJ-TV sales manager.

In Canada more people listen* to

CFRB

Toronto regularly than to any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

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N.R.B. produces an all-purpose Service. Used by over 700 stations. *Write for 10-Day FREE Examination*

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PURCHASE WDGY

Hagman Group Acquires

GROUP of four Twin Cities businessmen, headed by Clarence T. (Swanee) Hagman, last week purchased WDGY Minneapolis from the Stuart Investment Co., Lincoln, Neb., for an estimated half-million dollars. Mr. Hagman, an executive in broadcasting since 1934, left WLOL Minneapolis Friday, where he was general manager five years.

The stock transfer of Twin City Broadcasting Co., which operates WDGY, is subject to FCC approval. The four new owners, who would share the stock equally, include Mr. Hagman, who will act as general manager; George Lau, who owns a chain of restaurants in St. Paul and Minneapolis; Clarence W. Levi, proprietor of furniture stores in both cities, and a fourth person whose identity was not revealed. He was described as a local manufacturer.

New to Radio

None of the quartet except Mr. Hagman has been in radio previously, but members of the group have been friends for 20 years. Mr. Hagman, before joining WLOL, was general manager of the ABC Central Division and was at one time vice president and general manager of WTCN Minneapolis.

WDGY, which took the air in 1923 and is assigned 50 kw day, 25 kw night on 1130 kc directional, is owned by James Stuart, Stuart Investment Co., Lincoln. Other Stuart radio properties are KFOR Lincoln and KOIL Omaha. Negotiations were handled direct. WDGY is affiliated with LBS.

If the transfer is approved, the new owners will participate actively in its management as board members of the Twin City firm. Management of WLOL is expected to be taken over temporarily by Marvin L. Rosene, general manager of KIOA Des Moines. Both stations are owned by Independent Broadcasting Co., of which Ralph Atlass is president. Mr. Atlass is general manager of WIND Chicago.

Sharp Business

IF YOU have in your possession a safety razor with an oddly shaped head, Archdale J. Jones, radio detective and star of an all night show on WBAL Baltimore, would like to hear from you. Mr. Jones, who built his reputation by locating missing persons, has other talents too. One time he patented and marketed a new device called the "Archdale Razor." Last week, curiosity triumphed and Mr. Jones asked listeners if any were still in existence. Two days later he received a letter from a man in East Braintree, Mass., who offered to send his Archdale.

WCCO DINNER

Congress Group Honored

WCCO Minneapolis-St. Paul last Wednesday held its annual dinner in honor of the Minnesota Congressional delegation at Washington's Mayflower Hotel.

Among those WCCO officials attending were Gene Wilkey, general manager; Jim Bormann, director of news and public affairs and president of the National Assn. of Radio News Directors, and Larry Haeg, farm director. Other broadcasters included Earl Gammons, CBS Inc. vice president in Washington, and Carl Burkland, director of CBS Radio O&O stations.

The Congressmen and broadcasters recorded an hour of roundtable discussion which will be edited to a half-hour for use on WCCO.

Illness Halts Talks

NEGOTIATIONS between CBS Hollywood and the Publicists Guild have come to an abrupt halt. Ned Marr, chief counsel, CBS, and Lloyd Brownfield, director of the network's press information bureau in Hollywood, are both victims of the flu. Eugene Purver, labor relations attorney, has been hospitalized and surgery may be necessary.

Only One Station gives you

in Mid-America

KCMO reaches eleven radio homes for every ten reached by the next closest Kansas City station. That's a bonus that adds up. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to

KCMO

50,000 WATTS
125 E. 31st St. • Kansas City, Mo.
or THE KATZ AGENCY

MANPOWER ORDER

Stirs Hill Dispute

IN A MOVE to alleviate the pinch in certain areas hard hit by curtailment of consumer durable goods and resulting unemployment, Defense Mobilizer Charles E. Wilson last Tuesday issued a new manpower order designed to spread defense contracts more evenly.

Known as Defense Manpower Policy No. 4, the order would lay the groundwork for placement of additional government contracts in existing or potential areas of excess labor supply. The Dept. of Defense and General Services Administration would be instructed to give preference to such areas—Detroit, New England and others.

The new policy was explained to members of the Joint Committee on Defense Production in open hearing last Wednesday. Officials of the Office Defense Mobilization testified on the plan which would allow placement of such contracts at higher cost than the bid or negotiated price.

The price provision promptly evoked protests on Capitol Hill, particularly among southern congressmen who contend it would help northern cities at the expense of the South. Sen. Burnet Maybank (D-S. C.), chairman of the Senate Banking and Currency Committee called on ODM to "correct" the order. ODM officials promised to "re-examine" it.

WMOR(FM) SILENCE

Questioned by Stockholders

MINORITY stockholders of WMOR (FM) Chicago are planning a meeting of inquiry into the reasons for the station being taken from the air a fortnight ago. Operated by the Metropolitan Radio Corp. of Chicago, the station was reportedly taken off the air "temporarily" by Abraham Teitelbaum, attorney who owns 49% of the stock.

Legality of such a move without stockholders consent is being questioned by several principals who are attempting to get proxies from out of state stockholders in an effort to settle the matter. Mr. Teitelbaum, unavailable for comment, is understood to have purchased the stock of restaurant-owner Dario Toffenetti after a policy split at the station. WMOR went on the air in March 1949 and was founded by a group of young veterans.

KLAC Signs Norman

GENE NORMAN, disc m.c. at KFWB Hollywood for five years, changes to KLAC there on a long term contract with a $25,000 per year guarantee plus percentage on participating spots. Beginning Feb. 18, he will handle a four-hour show six nights a week at KLAC, both live and recorded. He will continue four shows weekly on KNBH (TV) Hollywood.

FM PROMOTION

Wis. Drive Underway

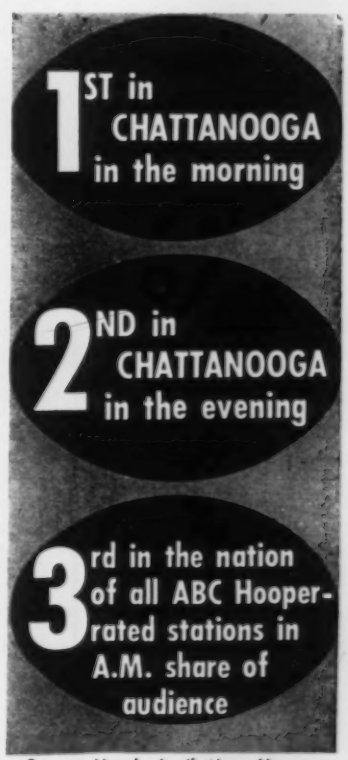
SECOND series of FM promotion campaigns under NARTB and Radio-Television Mfrs. Assn. auspices was set in motion last week in Wisconsin. First of the joint station-manufacturer-distributer-dealer promotions started Jan. 21 in North Carolina [B•T, Jan. 21].

Gov. Walter J. Kohler of Wisconsin was featured speaker last Sunday on a statewide FM hookup. He praised FM broadcasting for its static-free reception and said many areas in Wisconsin depend on FM for their only interference-free signals at night.

Madison Stations Originate

The kickoff program originated of WHA-FM and WIBA-FM Madison. After the joint program each station followed with its own program reviewing progress of FM service in communities. A similar program is planned later this month.

Third of the three test drives opens March 1 in District of Columbia. The test promotions are expected to demonstrate that teamwork by broadcasters, distributors manufacturers and dealers can increase the sale of FM receivers and stimulate FM listening as well as to increase public interest in the medium.


1ST in CHATTANOOGA in the morning
2ND in CHATTANOOGA in the evening
3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF

CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM

CAB MEETING

Sales and TV Top Agenda

SELLING and TV are major topics on the agenda of the annual meeting of the Canadian Assn. of Broadcasters to be held at the Royal York Hotel, Toronto, March 24-27. American broadcasting industry representatives are well represented in the list of speakers for the convention, the first to be held in Toronto in more than a decade.

Opening day's program includes morning session devoted to talk by J. Sheridan, Canadian Chamber of Commerce, Montreal, on "The Value of Trade Association," followed by "An Ideal Radio Presentation" by Hugh Horler, radio director, MacLaren's Adv. Co., Toronto, and a discussion on "How to Increase Local Sales" by Ken Sobel, CHML Hamilton, and W. T. Cruickshank, CKNX Wingham.

Afternoon of opening day will have a panel discussion led by Adam J. Young Jr., Adam J. Young Inc., New York, on "Where and How to Look for New Business," followed by "Making Salesmen More Effective" by Wallace Parr, Manufacturers Life Assurance Co., Toronto, and Maurice Mitchell, Associated Program Service, New York.

Tuesday morning will be devoted to association business, with Maurice Mitchell as luncheon speaker at a joint session with the Toronto Advertising and Sales Club. Tuesday afternoon Horace Schwerin, Schwerin Research Institute, New York, will talk on "Increasing Effectiveness of Radio Commercials," followed by Ernest de la Ossa, NBC New York, and King Whitney, Personnel Labs., New York, on "Personnel Selection."

Wednesday morning will be devoted to cost controls, with E. B. Chown of J. D. Woods & Gordon, Toronto, and Joseph A. McDonald of NBC New York, followed by a report of the Bureau of Broadcast Measurement committee on program rating research. Afternoon session will be devoted to CAB business on sales problems.

Thursday sessions will be on CAB business, except for session on "How to Televise Profitably," by W. E. Walbridge, WWJ-TV Detroit.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

Front Office

(Continued from page 55)

appointed assistant manager. **HOWARD GURNEY**, KLPM Minot, N. D., succeeds Mr. Owens as KVOX commercial manager.

JOHN ROY WOLFE, WINZ Hollywood, Fla., and **MARTIN MUSKET**, WAEB Allentown, Pa., to WMBM Miami Beach as account executives.

Personals . . .

JIM MAYNES, manager of WFAI Fayetteville, N. C., awarded plaque by city's USO Center for the station's outstanding cooperation with that organization. . . . **FRANK H. ALTDOERFFER**, owner and general manager of WLAN Lancaster, Pa., cited for patriotic activities by the city's American Legion. . . .**MURRAY T. BROWN**, manager of CFPL London, Ont., elected director for two years of London Advertising and Sales Club. . . . **SAM ROSS**, assistant manager, CKWX Vancouver, elected vice president of Vancouver Advertising and Sales Bureau. . . . **R. B. WESTERGAARD**, vice president of Scripps-Howard Radio and general manager of WNOX Knoxville, Tenn., appointed general chairman of the East Tennessee Heart Assn. Fund Drive. . . . **WALLY SEIDLER**, manager, KPMO Pomona, Calif., father of girl, Barbara Jean, born Jan. 19. . . . **LT. COL. LESTER W. LINDOW**, general manager, WFDF Flint, Mich., will serve as state chairman of National Defense Week Feb. 12-22. . . . **DONALD W. THORNBURGH**, president of WCAU Philadelphia, to serve as general chairman for 1952 Easter Seal Campaign which opens March 13.

RAYMOND W. BAKER, vice president and general manager, WARL Arlington, Va., elected president of Arlington Chamber of Commerce. . . . **EDWIN S. FRIENDLY Jr.**, national director of TV sales, ABC New York, and Natalie C. Brooks were married Jan. 31. . . . **FRANK STANTON**, CBS president, will be guest speaker at the San Francisco Press and Union League Club's dinner Feb. 15. Host at the meeting will be **ARTHUR HULL HAYES**, CBS vice president and general manager of KCBS San Francisco. . . . **LOUIS HAUSMAN**, administrative vice president of CBS Radio, is taking a three week holiday in Mexico. . . . **R. J. ROCKWELL**, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, to discuss TV problems before the Gallipolis (Ohio) Kiwanis Club March 18. . . . **L. O. FITZGIBBONS**, general manager of WBEL Beloit, Wis., recuperating from ailment at Beloit Municipal Hospital. He will be away from station for indefinite period.

* * *

'REMOTIN'EST'

WPFB Claims Unusual Title

WPFB Middletown, Ohio, 1 kw day, 100 w night on 910 kc, claims to be the "remotin'est" station in the nation. Station reported that a conservative estimate of 1951 WPFB remote broadcasts would be about 7,000.

In presenting an average of more than 18 remote broadcasts per day, WPFB is giving coverage to small towns and rural areas of the Miami Valley.

A typical day's log would show remotes from such area towns and cities as Vandalia, Leesburg, Cincinnati, Eaton, Germantown, Oxford and Middletown, all in Ohio, plus other broadcasts from Richmond, Ind., and Butler, Pa.

FREC Teachers' List

A FEDERAL Radio Education Committee teachers' list of selected network radio programs for student listening was released last week. The list was prepared by Mrs. Gertrude G. Broderick, radio education specialist, Office of Education, and FREC secretary. Selections were made, the announcement explained, on a broad educational basis, involving three major considerations. Programs had to measure up on educational significance, quality of overall presentation and instructional adaptability.

VIEWERS' CHOICE

Top Programs Honor

FIRST annual awards selection of best radio and TV network programs in 1951 was reported last week by National Assn. for Better Radio and Television (NAFBRAT).

The award certificates, announced by NAFBRAT President Mrs. Clara S. Logan of Los Angeles, are said to be the first presented by a national listener-viewer association.

Winners were selected in 10 television and 12 radio program categories. Special citation was included to the National Assn. of Educational Broadcasters for its New York and Los Angeles TV monitoring studies.

Winning TV programs are (listed by category, not preference):

(1) CBS-TV *Studio One*, drama; (2) ABC-TV *The Ruggles*, family situation; (3) Dumont TV *Hopkins Science Review*, education and information; (4) CBS-TV *I Love Lucy*, comedy; (5) NBC-TV *Show of Shows*, variety; (6) CBS-TV *See It Now*, reporting and news interpretation; (7) CBS-TV *Fred Waring Show*, music; (8) CBS-TV *United Nations*, public service; (9) NBC-TV *Zoo Parade*, children's program; (10) ABC-TV *Date With Judy*, teen-agers' program.

Best network radio shows and their categories according to NAFBRAT selections are:

(1) NBC *Theater Guild*, drama; (2) ABC *Ozzie & Harriett*, family situation; (3) NBC *Halls of Ivy*, comedy-drama; (4) CBS *Jack Benny Show*, comedy and variety; (5) *Edward R. Murrow*, reporting and interpretation of news; (6) NBC *Chicago Round Table*, education and information; (7) CBS *New York Philharmonic*, music; (8) CBS *Invitation to Learning*, literature and/or philosophy; (9) CBS *Let's Pretend*, children's show; (10) NBC *Mind Your Manners*, teen-agers' program; (11) NBC *National Farm & Home Hour*, agricultural; (12) ABC *Metropolitan Opera*, public service.

Plumb to H&H

WILLIAM T. PLUMB Jr., former assistant head, Civil Division, Office of the Chief Counsel, Bureau of Internal Revenue, is now associated with the radio law firm of Hogan & Hartson, Colorado Bldg., Washington. Mr. Plumb will specialize in tax matters.

programs promotion premiums

FOOD selling campaign termed "Operation Chain Action" will be aired by WBAL Baltimore in cooperation with 217 American, A & P and Food Fair stores in the city. In addition to on-the-air selling of their products, sponsors will be guaranteed feature displays in all participating grocery stores for a full week during the 13-week cycle.

PROGRAM PLANS

DETAILED outline of 1952 plans for broadcasting was sent by WAVE Louisville, Ky., to all clients, prospects, agencies and national representatives. Presentation of both tentative and definite programming covered public service, promotion plans, news and special events, sports coverage and farm broadcasts as well as women's programs and disc shows. Accent was placed on fact that WAVE's local programming is designed to suit the community where it is located.

ON-THE-SPOT EDUCATION

DENVER's first classroom on the air has been inaugurated with KFEL-FM broadcasting a U. of Denver course featuring faculty members delivering student-attended lectures. Class activities—on-the-spot—will continue to provide the format of the program, The Telecasts, designed to aid the university's adult education program, have been arranged by R. Russell Porter, chairman of the radio department, for presentation Monday through Friday, 12:45 to 1:15 p.m. Student Dick Thompson is engineer-producer for the broadcasts.

FOOTBALL BANQUET

TURKEY dinner was served to 220 guests at the first annual collegiate football honor roll banquet sponsored by WTHI Terre Haute, Ind., to honor 33 outstanding football players. Players and their families, as well as civic, educational and business leaders in the community, saw a film presentation of the 1952 Rose Bowl game and heard transcribed greetings from several college coaches. Dave Martin, sportscaster at WTHI was m.c.

TABLES TURN

DISC jockey contest originated by Mark Sheeler, comic on the *Blues Chaser Club*, aired daily on KSJO San Jose, Calif., gave the fellow on the other side of the mike a chance. Ten contestants were selected from applications sent in by listeners. These contestants acted as disc jockeys in a two week promotion of the *Blues Chaser Club*. Listeners voted for their favorite by mail. Winner got $100 in merchandise from show's sponsors.

THUMBNAIL SKETCH

TELEVISION program news in form of a television column of the air is presented by KYA San Francisco on new daily entitled *National TV News* and sponsored by the National TV stores of San Francisco. Program reports what is doing on TV each night and gives story outlines, behind the scene sketches, biographical material on TV stars and similar news.

GUEST STATION BREAKS

PERSONALIZED station breaks have been programmed by WHAY New Britain, Conn. Instead of having the announcer on duty give the call letters and station slogan, local business men, city officials and state figures deliver the identification and mention their favorite program aired on the station. Breaks are all tape recorded in advance of the announcement.

LUNCHEON NEWS

PROMOTION tie-up between Hotel Brunswick and WLAN Lancaster, Pa., was executed fortnight ago when the station began supplying the hotel with copies of its news bulletin. Releases are placed on the luncheon tables. Hotel management also places WLAN's weekly program log in its guest rooms, all of which are equipped with radios.

'MEET THE TROOPS'

NEW Army TV show, *Meet the Troops*, premiered over WTOP-TV Washington Feb. 3. The 13-week series is designed to give the public a close-up view of Army life. Each Sunday show will feature film footage of troops in training and combat, in work and recreation, as well as in schools and on the job. Film will be supplemented by an interview with a soldier whose Army career parallels that shown on film.

RADIO TEACHES MUSIC

MUSIC LESSONS by radio for the rural school children of Saskatchewan are aired weekly on CKCK Regina and five other independent stations in that province to reach boys and girls from the Canadian-American border to the Northwest Territories. Simple instruction booklets are mailed to the 70,000 pupils in rural schools to supplement the radio music lessons for such instruments as rhythm instruments, tonettes, flutophones and autoharps.

'WOMAN OF THE YEAR'

KNBC San Francisco promotes the daily *Judy Deane Show* with a reprint of radio columnist's plug naming Miss Deane "Woman of the Year" in San Francisco radio and TV. Single, glossy sheet mailed to trade declares: "San Francisco's number 1 critic confirms the selection of America's number 1 advertisers." Long list of participating sponsors on *Judy Deane Show* are listed along with invitation to join sponsorship.

PRACTICAL CIVICS

PRACTICAL lessons in city government and court procedure are being broadcast by WBYS Canton, Ill., as they originate in the Canton High School auditorium for 900 students. Principal Alvin Felts and Mayor W. Paul Woods are cooperating in the series, which includes a regular city council session. Station News Editor Al Horrigan handles arrangements for the station and currently is planning a session with the police magistrate, Don MacPhee.

PHILA. NEGRO MARKET

BOOKLET giving detailed information on the purchasing power of the Philadelphia Negro population has been issued by WDAS there, promoting effectiveness of station as an advertising medium. Statistical breakdown of products purchased is based on findings of the Associated Publishers Inc., N. Y., and a Philadelphia Chamber of Commerce survey.

EVENTS IN EUROPE

CITIZENS of New Ulm, Minn., will get a glimpse of goings-on in Europe through Walter K. Mickelson, owner of KNUJ there. Interviews are being tape recorded by Mr. Mickelson on his trip to Norway, Finland, Sweden, England and Germany. He airmails three quarter hour tapes weekly for broadcast on the station.

TIME SIGNALS ON TV

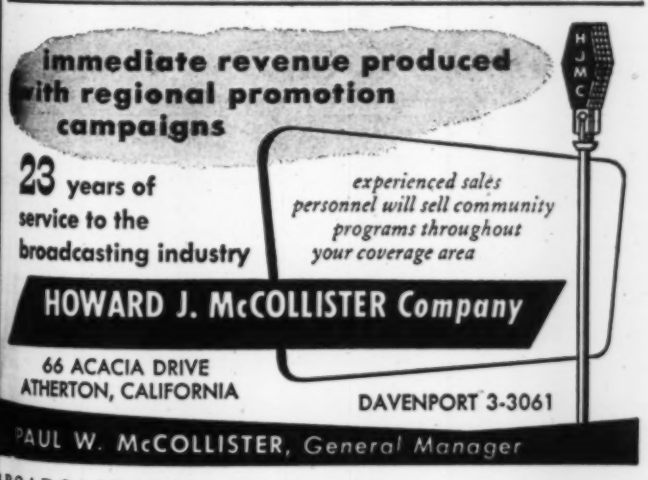
TELEVIEWING public of Salt Lake City now looks to KSL-TV for the correct time. The station has inaugurated the use of Western Union time signals. Every hour on the hour the "beep tone" familiar to most radio listeners gives viewers an accurate time check.

BLOTTER PROMOTION

IN AN EFFORT to increase the time sales on WSIC-AM-FM Statesville, N. C., station's promotion staff has attracted attention of potential customers with a mike-shaped desk blotter. Copy gives call letters, Mutual affiliation and location on the dial. Accompanying the blotter is a fact sheet telling how and why WSIC gets results.

COLLEGE FM EXPANDS

LIVE broadcasts have replaced tapes and transcriptions at WITJ (FM) Ithaca, N. Y., the Ithaca College outlet. All phases of programming are handled by the students.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PAUL W. McCOLLISTER, General Manager

Strictly Business

(Continued from page 18)

she became secretary to Mr. Sedgwick.

At CFRB, as a contrast to her main duties, she broadcast *Beautiful Lady* for Nu-Back foundation garments ("They *will* not and *cannot* ride up!") with a variety of sentimental records, which probably pegs her as the first girl disc jockey in Canada. Her most loyal listener was her mother, who kept a check on her daughter's health by the sound of her voice.

Coming to the U.S. in 1937 (she is now a citizen), Miss Thompson was Chicago office manager for Joseph Hershey McGillvra Inc., which represented CFRB and other Canadian stations. Later, at Howard H. Wilson Co., representative firm, she handled sales assignments via telephone until 1947 when she joined Meeker as a full-time salesman.

"My worst sales job was selling myself on Mr. Meeker's offer—I was plain scared," she recalls.

Europe or Hawaii Next

Just back from a three-week flying trip to Mexico, where she lost "several blouses" betting on the bull fights, she hopes next year to see Europe or Hawaii. In the meantime, she will make selling trips to Milwaukee, St. Louis and Kansas City for three TV and 30 AM stations. She is believed to be the only women spot salesman in Chicago.

Miss Thompson has an apartment on the North Side, a large collection of records and a pantry stocked with ingredients for Yorkshire pudding—a favorite dish with roast beef. She is a much-counted-on regular at Radio Management Club and Television Council meetings.

BARRETT SPEECH

Set for Atlanta Feb. 20

MAJOR address will be delivered by Edward W. Barrett, resigning Assistant Secretary of State for Public Affairs, before the 24th annual session of the Georgia Press Institute at the U. of Georgia Feb. 20-23.

Mr. Barrett, whose resignation was accepted by President Truman last month, will appear as guest of the *Atlanta Constitution* and *Journal*, licensee of the Cox stations (WSB-AM-FM-TV). Announcement was made by Dean John E. Drewry, Henry W. Grady School of Journalism, and Stanley Parkman, *Carroll County Georgian*.

The institute, of which Mr. Parkman is chairman, is a regular feature of the U. of Georgia's winter program, co-sponsored by the Grady School of Georgia Press Assn. Georgia newspaper editors and writers are expected to attend.

Mr. Barrett is scheduled to speak on progress of the U. S. information and educational exchange program, including the Voice of America operation, with which he has been largely credited the past two years.

Other speakers will include William T. Miller, national director of the U. S. Chamber of Commerce and prominent Columbus, Ga. businessman and civic leader. He will speak at a luncheon sponsored by the *Columbus Ledger* and *Enquirer* newspapers (WGBA-AM-FM). Mr. Miller also is president of the city's Americanism Information Assn.

BOTTLE APPEAL

WFCB Aids Milk Dealers

A CRITICAL shortage of milk bottles, because of customers' failure to return them to dealers, laid the groundwork for a paid spot campaign on WFCB Dunkirk, N. Y., and another example of radio's pulling power.

When dairies in Dunkirk, Fredonia and Silver Creek, N. Y., were confronted with the shortage of bottles and no prospect of fresh supplies, they called on WFCB to appeal to listenerss.

At the outset the station aired three paid spots each day for a week. Dealers reported such an amazing increase in the number of empties returned to routemen and stores after one week that the campaign was curtailed. The spots were simple reminders and requests for returns and no high pressure copy was used, the station reports.

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FCC actions

FEBRUARY 1 THROUGH FEBRUARY 7

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modificatio
STL-studio-transmitter link	aur.-aural	trans.-transmitte
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited h
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and trans appear at the end of this department, accompanied by a roundup of station and transfer applications.

February 4 Applications . . .

ACCEPTED FOR FILING

AM—690 kc

KSTL St. Louis, Mo.—CP to increase power from 1 kw to 10 kw, new DA, etc.

AM—1360 kc

KCLS Flagstaff, Ariz.—CP to change frequency from 1340 kc to 1360 kc, increase power from 250 w to 5 kw, change operating hours from fulltime to daytime, change ant., etc.

License for CP

WTIM Taylorville, Ill.—License for CP which authorized new AM station.

Modification of CP

WDMJ Marquette, Mich.—Mod. CP, as mod., which authorized frequency change, power increase, DA-N, cha trans. location, etc., for extension completion date.

WCMY Ottawa, Ill.—Mod. CP w authorized new AM station for ex sion of completion date.

License Renewal

WAEL Marie Acosta, Mayaguez, P. —Renewal of license.

Application Dismissed

WNAC-TV Boston—Dismissed ap cation for CP to make equipm changes.

February 6 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KPAS Banning, Calif.—Granted thority to remain silent additio thirty days from Jan. 22 pending organization. Station not to resu broadcasting without prior Commis authorization if reorganization res in transfer of control.

February 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KUOW (FM) Seattle—License for C as mod., which authorized new n commercial educational FM station.

License Renewal

Following stations request renew of license: WGAD Gadsden, Ala., WT Troy, Ala., WATL Atlanta, Ga., WS Sault Ste. Marie, Mich., WMAZ-F Macon, Ga., WSAV-FM Savannah, G and WCHA-FM Chambersburg, Pa.

February 5 Decisions . . .

BY THE SECRETARY

License Extended

WPRA Mayaguez, P. R.—License tended on temporary basis to May 1952.

WSOO Sault Ste. Marie, Mich. License extended on temporary b to May 1, 1952.

Granted License

WBAP Fort Worth—Granted lice

METER CALIBRATION

Booklet Is Issued by NBS

STANDARDS and methods used in the calibration of certain types of radio field-strength meters in the 10 kc-100 mc frequency range are described in a new publication by Frank M. Greene of the National Bureau of Standards.

Calibration consists in measuring the overall linearity of the instrument at one or more frequencies and radio-frequency levels, as well as the internal attenuator ratios and the antenna coefficient or correlation factor relating field strength to the output meter reading under specified conditions.

The circular, titled *Calibration of Commercial Radio Field-Strength Meters at the National Bureau of Standards*, is No. 517 comprising five pages and is available for 10¢ from the U. S. Government Printing Office, Washington 25, D. C.

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covering change from DA-N to DA-DN and change in trans. location; cond.

WFAA Dallas—Granted license covering change from DA-N to DA-DN and change in trans. location; cond.

WADE-FM Wadesboro, N. C.—Granted license for FM broadcast station: 96.9 mc. (Ch. 240) 285 w, ant. 440 ft.

To Change Name

KYA San Francisco—Granted mod. of license to change name to KYA Inc.

Extend Completion Date

WDMJ Marquette, Mich. — Granted mod. CP for extension of completion date to 3-31-52; cond.

KCBS-FM San Francisco — Granted mod. CP for extension of completion date to 9-1-52.

WWSW-FM Pittsburgh — Granted mod. CP for extension of completion date to 8-22-52.

Granted Authority

KMPC Los Angeles—Granted authority to rebroadcast between 7:30 and 7:45 p.m., Jan. 28, the tape recordings made of emergency communications of amateur station W6PLY.

Dismissed Application

WRHI-FM Rock Hill, S. C.—Dismissed application for CP to reduce power of Station WRHI-FM for lack of prosecution.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Eastland County Bcstg. Co., Eastland, Tex.—Granted petition insofar as it requests dismissal of its application and denied insofar as it requests that application be dismissed without prejudice.

By Hearing Examiner J. D. Bond

KGBS Harlingen, Texas—Granted in part motion for further hearing on Feb. 6 re its application; application assigned for hearing at Washington on Feb. 25.

By Hearing Examiner Basil P. Cooper

WALT Tampa, Florida—Granted petition to amend application to change ant. site.

February 5 Applications . . .

ACCEPTED FOR FILING

Modification of License

KOAK Lake Charles, La.—Mod. license to change name of licensee from KWSL Inc. to KOAK Inc.

Amend TV Application

Chattanooga, Tenn.—WDOD Bcstg. Corp. application for new TV station amended to change ERP from 27.7 kw vis., 13.9 kw aur., to 100 kw vis., 50 kw aur., change ant. height, etc.

Experimental TV Renewal

KA2XBD Manhattan, Kan.—Kansas State Coll. of Agriculture & Applied Science. Experimental TV bcst. license renewal.

KG2XCV Philadelphia—Philco Corp. Experimental TV bcst. license renewal.

Applications Returned

WSWN Belle Glade, Fla.—Returned application for relinquishment of control, Seminole Bcstg. Co., licensee, through sale of 310 shares common stock (51.7%) to Dr. C. Harvard, Mrs. Mary Foy, Dr. Ralph Pipes and Conrad Clemans.

WLBE Leesburg, Fla.—Returned application for transfer of control WLBE Inc., licensee, through sale of 900 shares of stock to Paul A. Husebo and Wendell Husebo.

(Continued on page 93)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager, upstate New York, large market, 1000 watt independent station. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full experience, picture in reply. Box 6M, BROADCASTING.

Successful 250 watt network station in south midwest established six years is looking for a good efficient manager-commercial manager with a proven record of small station-high standard successful and economical operation. Want friendly, sincere family man who is a hard worker and sold on radio and not television, who can take hold of a good station and make it produce and maintain a high standard of community service. This man must be in his energetic thirties and must have had at least ten years of working experience in radio. Box 141M, BROADCASTING.

Salesman

Salesman, hard hitting, aggressive, for high Hooperated station half million market. Car necessary. Top compensation. Our men earn five figure incomes. Box 193M, BROADCASTING.

Salesman, experienced, with ideas. Large independent station, good market. Commission with guarantee. Complete experience, picture, references, first letter. Box 200M, BROADCASTING.

Salesman-announcer to sell own show. High commission with accent on sales. The right man should do very well. Must own car. Call Roland L. Fowler, WGAT, Utica, N. Y.

Immediate opening for reliable salesman capable of becoming salesmanager. Splendid opportunity. Contact Bill Tedrick, Manager, WOKZ, Alton, Illinois.

We'll pay well for proven time selling ability. 5 kw ABC. Full details please, WRUN, Utica, N. Y.

Announcers

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

Immediate opening experienced announcer or combo man. Permanent. Box 146M, BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytimer. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING.

WOWO, Fort Wayne, needs good experienced staff man. Should be outstanding with disc shows and enthusiastic, friendly commercial style. Interested men forward vital statistics, photo, disc or tape, station manager references. Starting salary commensurate with ability. Box 201M, BROADCASTING.

Wanted: Three announcers with first phones. $350.00 per month, 45 hour week. Box 202M, BROADCASTING.

KCBS hired our last two men. Need announcer with first class ticket immediately. KAFP, Petaluma, Calif.

Help Wanted (Cont'd)

South Texas fulltime independent has opening for staff announcer. Permanent position. Full details and references, first letter. KCTI, Gonzales, Texas.

Experienced announcer able to handle own controls KGHL, Billings, Montana.

Dependable announcer needed immediately for 5 kw midwest station. Must be able to handle console. Expanding market. Address replies to KLPM, Minot, North Dakota.

Boomtown, U. S. A.! We have fruit, oil, gas, uranium ore and a new broadcast station located in northwestern New Mexico. What we need is another good combination announcer-engineer. Opportunity and salary open for a good reliable man. Housing available. Please send disc or tape along with letter giving previous experience to KVBC, Farmington, N. M.

News man—Age: In twenties. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

First phone—announcer. $80.00 44 hour week. WCTA, Andalusia, Alabama.

Sportscaster, excellent opportunity for experienced man who has sports "knowhow." Graduated pay scale, plus talent. Send letter of qualifications, salary expected, photo and audition to Station WFDF, Flint, Michigan.

Newsman, emphasis local newscasting with necessary paper cooperation. Must type. Good voice and delivery necessary. Send disc or tape and full details WGEM, Quincy, Ill.

Combination announcer-engineer, start immediately. Emphasis on announcing. Wire or phone WJON, ABC in St. Cloud, Minnesota, call 1240.

Cleveland's best, WSRS, needs newsmen, hard working, experienced. Must understand big city news bureau requirements. Field reporting plus air work. Send newscast audition, give employment record, character references, educational and family background. Must own automobile. All replies honored in strictest confidence for protection of all applicants. Write Operations Manager, WSRS, Inc., Radio Center, Cleveland 18, Ohio.

Qualified announcer with first phone. Sixty dollars forty hours. WTRR, Sanford, Florida.

Farm director-announcer, $75-$90 weekly depending on man. Send letter, disc, photo. WVOT, Wilson, N. C.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Combination announcer-engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

Reliable, experienced, technically proficient chief engineer wanted by station in important Texas city. Box 157M, BROADCASTING.

Young first class operator to assist chief engineer in control room, transmitter, installation of broadcasting equipment and two way mobile radio units. Must have car, be neat workman. Excellent opportunity upstate New York. Give draft status. Box 7M, BROADCASTING.

Help Wanted (Cont'd)

Engineer, 1st phone, net affiliate, northern Indiana. $65.00 40 hours. Combined studio xmtr operation. Paid hospitalization, life insurance and vacations. Box 111M, BROADCASTING.

Combination engineer-announcer, first phone. Good voice. Ability to sell on commission. Sixty to start. Audition required. Midwest. Send particulars. Box 152M, BROADCASTING.

Operator of stable temperament, good character needed by station in Texas resort city. Box 158M, BROADCASTING.

First class engineer-announcer, small town in Kentucky, $60 per week to start, opportunity to earn more. Write 190M, BROADCASTING.

Wanted: Engineer with first class license. Immediate opening. Car necessary. $1.35 per hour, 40-hour week. Northern Wisconsin. Box 205M, BROADCASTING.

First phone operator, Baltimore area. Experience not necessary. Complete personal information first letter. Box 210M, BROADCASTING.

Engineer radio broadcasting, first class license required. Must do announcing. Start $57.75 for 40 hours. Rapid raises begin in six months to $82.50 in two years. Contact Herbert Brandes, KDRO, Sedalia, Mo.

Engineer, first class license with or without experience. Established network affiliate city 25,000. Average living condition. Top salary, best working conditions and many benefits. Ken Marsh, KWNO, Winonu, Minnesota.

Wanted: Transmitter engineer for permanent position with regional station. Salary and full details first letter. Car required. WGAC, Augusta, Ga.

Wanted—First phone transmitter operator. Directional also FM. Contact D. B. Trueblood, WGBR, Goldsboro, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Immediate opening for 1st class operator. Contact WIKB, Iron River, Michigan, now.

WLEC, Sandusky, Ohio, offers permanent position for engineer. Fine vacation plan. $60.00 per 40 hour week. Air conditioned modern station in Ohio's vacationland.

Need immediately, engineer-announcer with first class license. WMJM, Cordele, Georgia.

Engineer first phone, some announcing, $60.00 start, 6 day week, immediate opening. LBS affiliate, WNER, Live Oak, Florida.

Announcer with 1st phone, opportunity to do some selling too. Salary dependent on ability and experience. WPLA, Plant City, Florida.

Immediate opening for transmitter operator. No experience necessary. $50.00 for 44 hour week. Address reply Radio Station WSIP, Paintsville, Kentucky.

Cleveland's best, WSRS, needs engineers, first class every respect for permanent job at Cleveland's popular "All American Family Station." Give full details including first class license number, character references, employment record and recent photo. Must own automobile. All replies honored in strictest confidence for protection of all applicants. Write Operations Manager, WSRS, Inc. Radio Center, Cleveland 18, Ohio.

Immediate opening for first class licensee. No experience required. 1000 watt daytime. Chief Engineer, WTNS, Coshocton, Ohio.

Help Wanted (Cont'd)

Engineer or announcer-engineer, mediate opening, WVOS, Liberty,

Production-Programming, Oth

Impersonate voices well known ch rities, Crosby, etc? Do quick-wi imaginative DJ patter? Spontan improviser? Ohio station. Box 1 BROADCASTING.

Wanted—Radio, commercial dire and time salesman for Pennsylv station in unusually interesting ritory. Good opportunity for man. Write to Box 176M, BRO CASTING.

Iowa station, wants good all-ro copywriter. Give complete de and when available. Salary in with ability. Air work desirable not essential. Box 199M, BRO CASTING.

Need fulltime promotion-merchand ing man for medium station, medi market. Applicant must possess wo ing knowledge of radio, newspaper, o door and stunt promotional me Some merchandising ideas if not perience required. State full pa ticulars. References, salary requi ments first letter. WORZ, Orland Florida.

Wanted: Copywriter-announcer. Se audition tape, sample copy and pho to Adrian White, KPOC, Pocahont Arkansas.

Opening near future for qualified pr gram director-chief announcer. M have proof of programming and a ministrative competence. Good voi requisite. No desk man need app Forward full specifications and ref ences first letter. State salary requi ments. WORZ, Orlando, Florida.

Television

Salesman

Topflight salesman for television st tion in important eastern market. Ou standing opportunity for man of prov sales record, administrative and e ecutive ability to move up to bigg job as time warrants. Full inform tion first letter, character and bus ness references. Box 224M, BROAD CASTING • *TELECASTING.*

Technical

Engineer for expanding TV station 1 class license. Prefer TV experienc AM experience considered. Please sta experience and education. Startin salary $75.00. Box 70M, BROADCAS ING • *TELECASTING.*

Situations Wanted

Managerial

Successful manager available. Wide known manager offers 11 years ma agement experience in local, regio and 50 kw stations. Capable admini trator with proven record of profitab operation in major markets. Thorough grounded all phases—commercial, m chandising, promotion. Married, a 44. Full information upon request a interview arranged. Box 170M, BROA CASTING.

I have over 10 years of radio expe ence I would like to put to work f you. Have had experience in eve phase of radio. Proven sales reco If your station is in need of a gene manager who is capable of producti as well as inspiring others to produ lets get together. I am married, fami in my thirties. Presently employe Would prefer salary and overide. Se curity and future important facto Replies Confidential. Box 181 BROADCASTING.

Vice president and general manag having sold his interests seeks ma agership or executive position in rad TV or allied business. Must have o portunity to earn commensurate w ability. Twenty-five years experien in administration, sales and talent major stations and markets. Finest r erences. Box 182M, BROADCASTIN

Not a magician. Just a good busine man looking for station which can u better management and better retur on capital. Prefer situation with vestment possibilities. Write Box 19 BROADCASTING.

Management-programming team: ha band, wife; ten years radio. Seek po tion midwest small market stati capable setting up, directing all ope tions. Sober, responsible; want build home in small community. E ployed metropolitan station. Box 19 BROADCASTING.

Situations Wanted (Cont'd)

Manager, twelve years bottom-to-top background all phases radio from copy to management including announcing, production, sales. Modest budget operation experience. Box 203M, BROADCASTING.

Manager-sales manager, strong sales leadership and direction, presently sales manager very successful independent in highly competitive, major TV market. Knows AM answer to TV. Interest must be big. Box 207M, BROADCASTING.

General manager, successful background all phases competitive independent and affiliate station operations, also regional network sales and management. Strong on sound programming, aggressive selling, thorough promotion and merchandising. 40 years old; sober family man; 15 years in radio. Not interested in just any connection but looking for a sound proposition where ability, experience and hard work will pay off. Now employed but available for right opening when desired. Box 208M, BROADCASTING.

General, commercial manager. 8 years experience radio, salesman, sales manager, general maanger. Best recommendations. Very strong programming, sales, profits. Competition no object. Available March. Would consider buying in. Box 219M, BROADCASTING.

Commercial manager must sacrifice good job because climate adversely affects health of his family. Doctor recommends return to southern location. 15 years experience in administration, sales, programming. Box 221M, BROADCASTING.

Salesman

Shirtsleeve executive with extensive radio sales experience, creative ability, capable of independent judgment, well versed in sales tools and knowledge of national markets, looking for position as salesmanager-manager of progressive radio station in south or southwest. Personal interview desired, looking toward a permanent connection that has a verifiable potential with increased income as potential is developed. Presently employed as account executive of agency in deep south. Formerly manager two radio stations, assistant to manager Key Network Stations, trade magazine and newspaper. College graduate, married, two children, own car, debt free. Address Box 197M, BROADCASTING.

Announcers

Versatile, experience, draft exempt announcer; commercial newscasts, music shows, DJ work that sells, married. References available covering 5-year background. Possibly available March 1st. Box 48M, BROADCASTING.

Sportscaster very strong on all sports, play-by-play baseball, basketball, and football, also boxing blow-by-blow. Can sell. Would like baseball play-by-play this spring. Excellent references. Available March 1. Any offer considered. Box 171M, BROADCASTING.

Morning man, presently employed 5000 watt network affiliate seeking relocation with progressive network station anywhere. Good background and experience for radio or TV. Let my tape and photo prove I sell with my personality. College, vet. Exempt, Box 178M, BROADCASTING.

Announcer TV experience plus 15 years AM seeks permanent position. Married, one child. Will go anywhere. All replies answered. Box 175M, BROADCASTING.

Insomnia! Experienced deejay wants to work from midnight on. Comes with or without own show. Box 179M, BROADCASTING.

Announcer-engineer, 4 years experience. Excellent voice, authoritative style. All types music. Graduate, leading announcing school. Young family man. Give full details. Box 180M, BROADCASTING.

Sports and staff. Six sponsor-pleasing years top baseball play-by-play, plus daily personalized sportscast on highly successful net affiliate in medium size market. Presently station manager. Age 33, college grad, married. Desire Florida or Gulf Coast. Box 187M, BROADCASTING.

Sportscaster, experienced all sports. Heavy on baseball, also strong on ad lib, news, sales. 29, married, veteran. Want good year-round sports town, permanent. Now employed. Guarantee topnotch quality job. Let me show you. Disc, details on request. Box 189M, BROADCASTING.

Announcer-newscaster. Three years solid experience. University graduate. Veteran. Top references. Photo, disc on request. Box 192M, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster, network experience; top agency references. Maintaining higher Hooper than all other newscasters combined, in state's largest city. Box 194M, BROADCASTING.

Experienced sportscaster, 29, single, desires play-by-play position. Will go anywhere for right offer. Tape available. Box 198M, BROADCASTING.

Newscaster. Washington trained. Currently featured regional net. Reasonable minimum. References. Box 204M, BROADCASTING.

Talented, versatile announcer. Harvard University grad. Big voice. Strong on commercials, news, sports and DJ. Experienced. Studying for 1st ticket. Married; new car. Box 212M, BROADCASTING.

Announcer - control board operator. Trained all branches radio. Limited experience. Desire chance to develop abilities. Family man. Draft exempt. Will travel. Disc available. Box 213M, BROADCASTING.

Sportcaster: Network caliber play-by-play all sports, desires full sports schedule. Ex pro ball player, married, draft exempt. Box 214M, BROADCASTING.

Mr. and Mrs. combination available for radio not stereotyped, we have fresh approach—ad lib start to finish with songs and good piano, down-to-earth commercials that really sell! A complete package with woman listening appeal, a neighborly visit backed by years of proven commercial results. Thorough knowledge all phases radio—pictures—show-business yet not "know-it-alls"—just plain folks. Prefer medium sized midwest city where we can establish permanent home. Money not primary consideration. Presently employed large western New York station—resignation effective March First. Box 215M, BROADCASTING.

Major league sportscaster available immediately. Background includes radio and TV handling of major league baseball (3 years), pro football AM & TV one year, 6 years of major college football. Plus special AM-TV baseball, football, basketball, boxing and wrestling. Can conduct sports reviews on radio and TV, write and produce as well as voice. Excellent references. Write Box 222M, BROADCASTING.

Publicity-promotion gal. Fresh ideas, good execution, solid knowhow. Formerly publicity director of top network major market affiliate. Conscientious, capable, stable (stable all right—weighs about 200.) Box 223M, BROADCASTING.

Announcer, college graduate, mid twenties, veteran, experience 250 to 5 kw, all phases, available immediately. Box 225M, BROADCASTING.

Announcer-engineer available. First class license, experience since '47. Selling quality, dependable worker. Last position one year. No draft vet, married, 32, car, best references. TV, AM. Frank Berry, Athens, Ohio.

Technical

Chief engineer who can announce needs $75.00 a week or better. Box 178M, BROADCASTING.

Engineer, 1st phone, 1½ years experience. AM-FM-TV. Prefer northeast Union station. Box 218M, BROADCASTING.

First phone: 1½ years experience, broadcasting and communications. Graduate radio-TV school, single, draft exempt, available immediately. Box 226M, BROADCASTING.

Engineer, 1st phone, experienced, California station only. Box 227M, BROADCASTING.

Chief engineer seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING.

Engineer, experienced all phases AM-FM. One year chief. Married, 26. Presently employed northeast. Available two weeks. Box 229M, BROADCASTING.

Experienced combination man available. Have worked in all departments. Handle all phases. Minimum salary $75.00 for forty hour week. Full details first letter please. Box 233M, BROADCASTING.

First phone license. Radio, television graduate 2200 hours. Theory-practical work. Dependable, married, draft exempt. Prefer east coast. Clarence Williams, 100 West 139th Street, New York City. AU 3-0122.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director-announcer-salesman for five kilowatt radio or television station. College graduate, 28, eleven years experience. Prefer record. Excellent references. Southerner now with CBS 5 kw. Contact Box 217M, BROADCASTING.

Top local newsman in major market desires advancement. Experienced, ambitious. Box 188M, BROADCASTING.

Program director, newscaster. Top-notch authoritative voice. Excellent knowledge of music, smooth programs. Three years experience. Young, draft exempt, college degree. Employed. Box 196M, BROADCASTING.

Girl copywriter experienced and roughly trained, good commercial copy. Can handle women's, children's and dramatic shows. College grad. Sample copy and disc available. Box 206M, BROADCASTING.

Prefer active participation to passive demonstration. Former university instructor, BS (theatre), MA (radio), desires TV writing, producing position. Wide background: radio writing, professional theatre, acting - directing. Writer of one-act plays, over seventy radio dramatic scripts, four successful stage revues. Imaginative, thorough, persuasive director. Extensive knowledge stage make-up, scenery, costuming, lighting. Single 28, draft-exempt. Box 220M, BROADCASTING.

Program-sports director. Knowledge entire station operation. Conscientious, married, veteran. Box 230M, BROADCASTING.

Television

Announcers

Young man wants job in TV station. Experience as announcer, actor, director. Box 136M, BROADCASTING • *TELECASTING.*

TV stations—attention! Give a guy a break, will ya? Have been in radio four years, announcing, acting, producing, programming. Lots of stage experience. Single, veteran, 23 years old. Presently employed as chief announcer with CBS kilowatt. All replies will be answered. Please ???. Box 216M, BROADCASTING • *TELECASTING.*

Technical

Techician, one year experience at WSYR-TV. Masters Degree in television from Syracuse University. Operate all equipment. Veteran. Box 232M, BROADCASTING • *TELECASTING.*

Production-Programming, Others

I have 18 years experience N.Y. stage, Hollywood screen and TV as actor. Interested in TV production-programming. Will relocate. Salary secondary. Box 211M, BROADCASTING. • *TELECASTING.*

For Sale

For sale—Muzak wired music operation at inventory in western territory of 500,000 pop. Box 129M, BROADCASTING.

Stations

250 watts, fulltime. Western state. Earns $1500 month. Excellent equipment. $37,500 mostly cash. Box 172M, BROADCASTING.

Southern station, weekly newspaper. $14,000 net, both, $75,000. Box 231M, BROADCASTING.

Equipment, etc.

For sale: RCA field intensity meter, 308-A, frequency range 120-18000 kc. Excellent condition. Box 98M, BROADCASTING.

For sale. Magnecord PT6-P amplifier and PT6-A recorder in portable cases. Now in use but available immediately. Box 184M, BROADCASTING.

General Radio 916-A radio frequency bridge and standard resistor. Brand new. Make offer. Box 186M, BROADCASTING.

Complete 250 watt equipment. Tower to records. Includes 251 foot Truscon tower. RCA BTA-250L transmitter, monitors and limiter, RCA consolette 76-B4, pickering arms and reproducers, office equipment. First reasonable offer accepted, Gerald O'Grady, North Adams, Massachusetts.

For Sale (Cont'd)

General Radio modulation monitor, model 731 A. $150. Western Electric frequency monitor model 1C. $250. Write KFVD, Los Angeles 5, Calif.

Complete RCA 5 kw model 5-C AM transmitter, spare tubes and Western Electric 1-C frequency monitor (960 kc). Excellent condition. Will crate for shipment. Reasonably priced. WDBJ, Box 150, Roanoke, Va.

Complete 10 kw BTF-10B RCA FM transmitter less antenna. Includes dual exciters with change-over panel, Hewlett Packard or General Electric frequency and modulation monitor, transmission line monitor, harmonic filter, external blower and power transformer, 2 Collins 6P preamps and one 6M Collins program amplifier. Complete blueprints and tube records included. Lots of spares. This equipment used less than two years. Contact William C. Ellis, WFAA, 1122 Jackson Street, Dallas, Texas.

For sale—One 160 foot guyed Wincharger tower, can be built to 225 feet. Complete with guys, lighting equipment, lighting choke and conduit. Ready to ship. You pay freight. $1500. Contact WMGR, Bainbridge, Ga.

Will sell famous classical library originally assembled by Washington Post when owners of WINX at a cost of over $30,000. Includes many rare collectors items. Write or call United Broadcasting Company, 8th & I, N. W., Washington, D. C., Republic 8000.

Wanted to Buy

Equipment etc.

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw short wave transmitters. Description, price, please. Box 57M, BROADCASTING.

Wanted: Old radio broadcasting equipment, pre 1930 microphones, amplifiers, speakers, receivers, etc. What have you? Send lists and prices to Box 185M, BROADCASTING.

Will pay cash for General Electric 250 watt FM transmitter and monitor. WJOC, Jamestown, New York.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw, network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

Box 450K, BROADCASTING

WANTED

Immediately for the Pacific Northwest's only 50,000-Watt Independent . . . a TOP NOTCH morning disc jockey! Must be a man who knows how to run a morning show! Must want to do morning show. The right man will be established as the NORTHWEST'S best early morning personality! Send air check, complete background, photo and references to . . . Hal Davis, Program Director.

KING — SEATTLE

AFFILIATED WITH KING-TV & SEATTLE POST-INTELLIGENCER

Help Wanted (Cont'd)

WANTED
EXPERIENCED NEWSCASTER.
Must gather, write, edit wire, deliver on air. Contact
RADIO STATION KSTT
Davenport, Iowa

Production-Programming, Others

NEEDED IMMEDIATELY

By 50,000 watt network outlet in major market a radio personality with thorough MC experience to handle LIVE TALENT & RECORD PROGRAMS. Must be experienced. Send photo, biography, references, expected salary and tape or disc to Box 235M, BROADCASTING.

Television

Production-Programming, Others

HELP WANTED

Skilled publicity writer by large midwestern radio-television organization. Give resume of background and experience; state salary required. Address Box 96M, BROADCASTING • *TELECASTING.*

Situations Wanted

Announcers

PERSONALITY AVAILABLE

D.J. or LIVE
(*informal style*)
Metropolitan success story. Disc, photo, references. Stable. Prefer N. Y., Chgo., L. A., Mpls., or similar markets.
Box 209M, BROADCASTING

For Sale

Equipment etc.

FOR SALE

5 kw AM model 355-E-1 Western Electric Transmitter in good operating condition.

KHQ Spokane Washington

SERIES of concerts by the Seattle Symphony Orchestra has been purchased by Frederick & Nelson, department store, for airing on KJR Seattle during the current season. Discussing broadcasts are (l to r): Arthur E. Gerbel Jr., assistant general manager of KJR, which has scheduled seven of the eight concerts; Arthur Fiedler, guest conductor of the Seattle Symphony, and Alexander Hull, radio director of Frederick & Nelson and announcer for the series. One broadcast will be heard on another station because of conflict in time schedules.

School

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228 South Wabash Ave., Chicago 4, Illinois.

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EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

New Business

(Continued from page 16)

same city, to handle Dr. Brown's Cel-ray, True-Fruit and Schultz's Beverages accounts.

SARDEAU Inc., N. Y. (Suspicion Perfume), names Wexton Co., same city.

ROBERTS, JOHNSON & RAND DIV. of International Shoe Co., St. Louis, names Henri, Hurst & McDonald, Chicago, to handle entire line replacing contract with same agency to handle children's and men's shoes only.

MOTOROLA Inc., New York (television, home, portable and automobile radios), appoints Getschal & Richards, same city.

HOUSE OF MAPLE, S. F. (furniture), appoints Lee Wenger Co., same city.

DIANOL SALES Corp., Allentown, Pa. (paint, insecticide products) names Marfree Adv., N. Y., to handle radio campaign.

THE FURNITURE FOUR, Portland, cooperative buying and promotion organization of retail furniture stores, appoints Jack Clenaghen Adv., same city.

F. S. HARMON Co., Tacoma, Wash. (furniture manufacturers), names The Condon Co., that city, to direct advertising and public relations.

SCIENTIFIC BRAKE SERVICE LABS. and HOLWIN Corp. (electronics, refrigerator defrosters), both Chicago, name Schoenfeld, Huber & Green, same city.

HOFFMAN RADIO Corp., L. A., appoints Wolcott & Assoc., same city.

MILES LABS., Toronto, names Robert Otto & Co. to handle its extensive campaign for Alka-Seltzer and One-A-Day multiple vitamin capsules.

Adpeople . . .

EDWIN W. EBEL, director of sales and advertising for Post Cereals, named advertising director of General Foods Corp., N. Y.

JOHN MOORE, former partner of Aubrey, Moore & Wallace, Chicago, has started 17-week free evening course in advertising at Pasadena (Calif.) City College.

W. D. HOGUE to Procter & Gamble Co. of Canada, Toronto as advertising director and member board of directors.

Feature of Week

(Continued from page 18)

brand representatives the following night.

Played host to Fred Dodge, head of the NBC Merchandising Dept., who was accompanied by Matt Barnett, Chicago office manager for NBC Merchandising Dept.

Filmed and narrated a 20-minute sales promotion movie, complete with color and sound.

Showed new station facilities to Sterling Beeson, vice president of Headley-Reed Co., New York; Harold Barrett, Headley-Reed Co., Detroit; Fred Knorr, president-general manager, WKMH Dearborn; John Wismer, president-general manager, WHLS Port Huron; William Porter, attorney and ex-president, Federal Communications Bar Assn., Washington, D. C.

Held a staff dinner party for those WSAM employes "still able to navigate."

Promotion was planned by Milton Greenebaum, president, Saginaw Broadcasting Co., and Jack Parker, WSAM vice president-general manager.

FIFTH year as organist on WSPB Sarasota, Fla., has been started by Bob Swain, featured Mon. through Sat. 5-5:45 p.m. Show still retains three of its original sponsors.

WPPA & 'JOURNAL' Unite in Promotion

WPPA Pottsville, Pa., and *The Pottsville Journal* are cooperating in a joint promotion venture to bring listeners up-to-the-minute local news.

Monday through Friday, a newspaperman is heard over WPPA at 4 p.m. in a five-minute local news summary. Voice recordings of newspapermen are heard all morning, promoting the afternoon newscast.

Ed Romance, WPPA program director, believes that such cooperation is a forward step for the station. He said, "We have been in operation almost six years. In all that time the newspapers were cold in their relations with this new medium. However, we never did antagonize them figuring that we are all in the same boat, and as long as people advertised, we should be happy. Our theory is that all media should be used, whenever possible in advertising. We hope that our arrangement with the newspaper sets an example in all markets where newspapers try to shove radio or vice versa."

Major Market Opportunities With Favorable TV Potentials

California
$225,000.00

A very successful and well established network station located in one of California's most desirable larger markets. Ideal living conditions.

New England
$100,000.00

Controlling interest in a splendid 5,000 watt network facility located in one of the first fifty markets in America. Showing consistent increase with unusual TV situation.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC Actions

(Continued from page 89)

February 7 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

WKVM San Juan, P. R.—SSA for 810 kc, 25 kw-D, 10 kw-N, DA.

Modification of CP

WIMS Michigan City, Ind.—Mod. CP, as mod., which authorized power increase, operating hours and new DA-N, for extension of completion date.

WSWF Ft. Myers, Fla. — Mod. CP, which authorized new AM station, for approval trans., ant. and main studio locations.

WRSW Warsaw, Ind.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WMCF (FM) Memphis, Tenn.—Mod. CP, which authorized changes in FM station to change ERP and ant. height.

License Renewal

Following stations request renewal of license:

WTNB Birmingham, Ala., WRAG Carrollton, Ala., WFMH Cullman, Ala., WBBS Huntsville, Ala., WMGR Bainbridge, Ga., WMOG Brunswick, Ga., WMJM Cordele, Ga., WWNS Statesboro, Ga., WACL Waycross, Ga., and WPRA Mayaguez, P. R.

Application Returned

WPDQ Jacksonville, Fla. — RETURNED application for acquisition of control by James R. Stockton through retirement to treasury of 18 shares common stock (60%) by Linton D. Baggs Jr.

STREIBERT COMMENDED

By Macy's Straus

COINCIDENT with completion of the merger of R. H. Macy & Co.'s WOR New York radio and television properties with those of General Tire & Rubber Co. [B•T, Feb. 4, Jan. 21], Macy's president, Jack I. Straus, sent a letter to WOR President Theodore C. Streibert commending him and "each individual in your organization" for "all your effort and accomplishment over the years of Macy ownership."

The letter, released last week, told Mr. Streibert that "your organization may well take great satisfaction and pride in achieving the position of prominence in your industry which is enjoyed by WOR. Even more important, you have also established WOR in the hearts and minds of the vast population which you serve as a faithful friend and important influence in their lives."

Under the merger, General Tire owns 90% and the Macy company 10% of the newly-unified radio-TV operation, which includes the Yankee and Don Lee networks and almost 60% of the stock of Mutual, in addition to the WOR stations. Mr. Streibert, president of the WOR stations under Macy ownership, continues in that capacity under the merger.

WKRC Improves Signal

WKRC Cincinnati has installed a new type limiting amplifier on its transmitter to assure its listeners better reception. A clearer signal and minimum of static and interference comes from the increase in modulation percentage, WKRC Manager Herman Fast explained.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH FEBRUARY 7

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,236	2,312	96		323	105
FM Stations	654	566	84	*1	12	2
TV Stations	108	93	15		486	171

* On the air.

(Also see Actions of the FCC, page 88)

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Docket Actions . . .

FINAL DECISION

Oklahoma City, Okla.—Johnnie Weston Crabtree. FCC adopted decision denying for default application for new AM station, 1590 kc, 500 w-D. Decision Feb. 1.

INITIAL DECISION

Freeport, Tex.—Brazosport Bcstg. Co. FCC Hearing Examiner issued initial decision looking toward grant of application for 1460 kc, 500 w, daytime; condition. Decision Feb. 5.

Emporia, Va. — Stone Bcstg. Corp. FCC Hearing Examiner Hugh B. Hutchinson issued initial decision looking toward grant of application for 1400 kc, 250 w, fulltime; conditions. Decision Feb. 7.

ORDER

WTUX Wilmington, Del.—Port Frere Bcstg. Co. FCC granted authority to continue temporary operation until April 10 pending action of petition for relief filed by WTUX directed against FCC decision of Oct. 12, 1950, denying renewal of license. Decision Feb. 1.

Non-Docket Actions . . .

TRANSFER GRANT

KBUC Corona, Calif. — Granted assignment of license from American Pacific Radio Bcstg. Co., a limited partnership, to Radion Bcstg. Co., a corporation formed to reduce indebtedness. No monetary consideration.

New Applications . . .

TV APPLICATIONS

Lubbock, Tex.—Plains Radio Bcstg. Co., Ch. 5 (76-82 mc), ERP 59.2 kw visual, 29.6 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $404.558.63. Applicant is licensee of KFYO Lubbock. Filed Feb. 4.

Port Arthur, Tex.—Port Arthur College, Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 498 ft. Estimated construction cost $280,721. Applicant is licensee of KPAC Port Arthur. Filed Feb. 5.

Austin, Minn.—Cedar Valley Bcstg. Co., Ch. 6 (82-88 mc), ERP 17 kw visual, 8.5 kw aural, antenna height above average terrain 425 ft. Estimated construction cost $118,920, estimated first year operating cost $90,000, estimated first year revenue $100,000. Applicant is licensee KAUS Austin. Filed Feb. 7.

Fort Smith, Ark.—American Television Co., Ch. 5 (76-82 mc), ERP 61.7 kw visual, 30.8 kw aural, antenna height above average terrain 393 ft. Estimated construction cost $334,600, estimated first year operating cost $300,000, estimated first year revenue $300,000. Principals are President H. S. Nakimen (33⅓%), owner of 525 out of 1,500 shares of stock in KWHN Fort Smith, Secretary-Treasurer (Mrs.) Fern Rice (33⅓%), secretary for Fort Smith attorney's office, and Vice President Dick Allis (33⅓%), partner in Dick Allis & Co., food broker, Fort Smith. Filed Feb. 8.

AM APPLICATION

Punxsutawney, Pa.—Jefferson Bcstg. Co., 1290 kc, 1 kw, daytime; estimated construction cost $7,055, estimated first year operating cost $40,000, estimated first year revenue $60,000. Applicant is C. H. Simpson, ½ owner and general manager of WKBI Saint Marys, Pa. Filed Feb. 1.

TRANSFER REQUESTS

WLEW Bad Axe, Mich.—Assignment of license from Saginaw Bcstg. Co. to Harmon LeRoy Stevens and Hermon LeRoy Stevens, d/b as Port Huron Bcstg. Co., for consideration of $37,500. The Messrs. Stevens own WHLS Port Huron, Mich. Filed Feb. 1.

WTAQ La Grange, Ill.—Assignment of license from old partnership consisting of Russell G. Salter and Charles F. Sebastian to new partnership consisting of Messrs. Salter and Sebastian plus William A. Murphy, through cancellation of note for $2,800 held against Messrs. Salter and Sebastian by Mr. Murphy for 20% interest in company as limited partner. Filed Feb. 1.

KCKN Kansas City, Kan., and WIBW Topeka, Kan.—Involuntary transfer of control The KCKN Bcstg. Co. and Topeka Bcstg. Assn. Inc., respectively, to H. S. Blake, executor of estate of Arthur Capper, deceased. No monetary consideration. Filed Feb. 1.

WSWN Belle Glade, Fla.—Relinquishment of control Seminole Bcstg. Co., licensee, by J. Tom Watson Jr., Samuel L. Looney Jr., Douglas Silver and R. G. Nelson from Tom Watson Jr. who has entered missionary service in Japan and chose to relinquish his interest in station. Filed Feb. 1.

WTIK Durham, N. C.—Acquisition of negative control by J. Floyd Fletcher and Mildred M. Fletcher. Durham Bcstg. Co. is indebted to Mr. Fletcher for $14,200 and also owns 2,998 shares of stock of Durham Bcstg. Enterprises Inc., WTIK licensee, which will be transferred to Mr. Fletcher in sufficient number of shares to be worth total of $14,200. Filed Feb. 1.

WSHB Stillwater, Minn.—Assignment of license from St. Croix Bcstg. Co., a partnership, to St. Croix Bcstg. Co., a corporation, with partners to hold same percentage of stock as they now hold percentage of interest. No monetary consideration. Filed Feb. 4.

WTTT Coral Gables, Fla. — Assignment of license from E. H. Spach, trustee in bankruptcy of Atlantic Shores Bcstg. Inc., to Progressive Bcstg. Co. for $9,300. Principals in assignee are President S. A. Shikany (33⅓%), building construction and investments; Vice President R. B. Martin (33⅓%), sportscaster WMIE Miami, and Secretary-Treasurer C. M. Dailey (33⅓%), sales manager WTTT. Filed Feb. 4.

WKLV Blackstone, Va.—Assignment of license from Nottoway Bcstg. Co. Inc. to Blackstone Bcstg. Corp. for $12,000. Principal in assignee is Maxey E. Stone (85% ownership), owner of jewelry store in Blackstone, former manager of WSVS Crewe, Va., and stockholder and officer of WEVA-FM Emporia, Va. Filed Feb. 6.

KXLO Lewistown, Mont. — Assignment of license from William G. Kelly to William G. Kelly and Central Montana Bcstg. Co., a partnership, through sale of 20% of station for $7,000 plus stock interest of 26.67%, and Mr. Kelly will eventually also receive $4,000 from stock earnings of Marlin F. Obie, secretary-treasurer of Central Montana Bcstg. Co. Filed Feb. 6.

KCRT Trinidad, Col.—Assignment of license from Earnest M. Cooper and Rembery O. Coyle, tr/as Mel-Bert Bcstg. Co., to Harvey R. Malott for $20,000. Mr. Malott is newspaper broker in Kansas City, Mo. Filed Feb. 6.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 3, FM 2, TV 0. New deletions:

WLIZ Bridgeport, Conn., license, Feb. 5 (effective Jan. 24).

KFTW (FM) Fort Worth, CP, Feb. 5 (effective Jan. 29).

KBON-FM Omaha, license, Feb. 5.

'PIRATING' SUIT

Armstrong Gets Damages

PIRATING charges in the record industry filed recently by Columbia Records Inc. and trumpeter Louis Armstrong resulted in the musician being granted $1,000 damages and a consent injunction from the defendant in New York Supreme Court Wednesday.

Paradox Industries and its president, Dante Bollettino, agreed not to duplicate or copy any of the trumpeter's records, recorded originally by Columbia Records. The latter company voluntarily waived its demand for damages and an accounting of Paradox profits. Columbia took court action after learning that at least 30 different records with their label had been re-recorded in whole or in part for sale by other companies, and filed suit only about 10 days previously. Irony of the particular case was that the pirated records were marketed as a series named Jolly Roger.

Heads, KROD, KAVE

VAL LAWRENCE, newly elected president of KROD El Paso, Tex., is also president of KAVE Carlsbad, N. M. In the news story at that time [B•T, Jan. 28], Dorrance D. Roderick Sr., past president of KROD and now chairman of the board, was incorrectly identified as head of KAVE. Mr. Lawrence is also vice president and general manager of the Southwest Network. Mr. Roderick serves that organization as president.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—
Published by Weiss & Barry

PLEASE, MR. SUN

On Records: Johnnie Ray—Col. 39636; Tommy Edwards—MGM 11134; Perry Como—Vic. 20-4453; Bill Kenny—Dec. 27946; Georgie Auld—Coral 60647; Les Baxter—Cap. 1966.

On Transcriptions: Jo Ann Greer—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TV Equipment

(Continued from page 63)

three-day conference, attended by an estimated 100 manufacturers and held Tuesday through Thursday in New York were:

● A resurgence of faith in radio's future was noted by observers, and plans to issue a report covering 1951 and part of 1952 radio set shipments according to area, similar to those issued on TV sets, were reported by officials.

● The board approved a plan to establish a system of honorary directorships, to give recognition to former directors and to companies not represented on the active board.

● The Trade Practice Conference Committee was reported virtually ready to submit to the Federal Trade Commission's final recommendation on trade practice standards, consisting of some 34 proposed rules described as having general industry support.

● The board approved a proposal that RTMA join the Institute of Radio Engineers in financing publication of a book-length report prepared by the Joint Technical Advisory Committee (JTAC) dealing with conservation of the frequency spectrum.

● The board approved the issuance of an annual award to be presented during RTMA conventions, to the individual or company adjudged to have made the year's outstanding contribution to the industry.

● H. J. Hoffman, Machlett Labs., Springdale, Conn., was elected an RTMA vice president for the Transmitter Division to succeed W. J. Barkley, Collins Radio Corp., who had resigned for personal reasons.

Report On Prospects

The Television Committee's task force report on the prospects for TV expansion following the freeze held that present inventories and current allocations of materials are sufficient to meet the material requirements for transmitters, studio equipment and antennas through the middle of 1953. The report showed 28 TV transmitters already delivered to prospective broadcasters, 20 in stock, and 154 in process of manufacture with the necessary materials assured.

Use of existing structures, the report continued, should reduce the demands for construction materials to a point where they can be met under existing NPA regulations.

It was felt, however, that the anticipated post-freeze demand for new TV sets may exceed currently programmed production, though continuation of first-quarter NPA allotments would make possible extension of TV service to "more persons in more areas," spokesmen reported.

"Optimistic" and "pessimistic" projections advanced by the group estimated that consumer demand for TV sets would be boosted by 750,000 to 1,660,000 sets in the second half of this year and the first half of next, as a result of the anticipated freeze-lifting. It was felt increased demand could be met, though perhaps not completely satisfied by the current rate of production and consumption of critical materials.

The investigating group said that "national policy gives recognition to the essentiality of a complete national communications system . . . that television potentially is the most powerful system of communication yet devised . . . that implementation of the national policy on preparation for defense is to develop all components essential to defense as rapidly as is consistent with availability of materials."

Lists Materials

The report included detailed analyses of amounts of such materials as carbon steel, alloy steel, stainless steel, copper and brass products and aluminum needed for construction of transmitters, studio equipment and antennas. Though steel for antenna towers is a critical item, the committee felt needs could be reduced by placing antennas atop existing buildings.

Members of the task-force group are William H. Chaffee, Philco Corp., chairman; Keeton Arnett, DuMont Labs; Admiral Edwin D. Foster, RCA, and C. W. Michaels, General Electric.

In other activities during the conference, the name of the recently reorganized Transmitter Division was changed to Technical Products Division and it was reported that an intricate government relations unit, designed to ease the complexities of doing business with the government, is in process of formation [B•T, Jan. 28].

The Advertising Committee explored the question of a broad, long-range public relations program on behalf of the manufacturing industry and also reported "very encouraging" preliminary results from the FM-promotion test campaigns being conducted with NARTB in North Carolina and Wisconsin and slated to start in Washington, D. C., in March. Possibility of extending the FM campaign into other areas was foreseen.

It also was pointed out that manufacturers had agreed to donate TV sets or radio-phonograph combinations to be awarded to state winners of the Voice of Democracy contests, also sponsored by RTMA and NARTB.

Los Angeles was designated as site for the 1953 joint meeting of RTMA and its Canadian counterpart (this year's is to be held in Canada) and spokesmen said various other locations throughout the country would be picked for other meetings.

RTMA officials at the conference were led by Robert C. Sprague, Sprague Electric Co., RTMA board chairman, and Glen McDaniel, president.

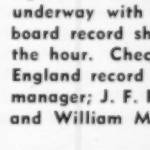
WHDH Boston, said to be the first major independent in the country to sign for extensive promotion of RCA Victor's 45 rpm phonographs, is underway with its program, *Swing to 45*. Promotion is via an across-the-board record show and additional spotting of the discs at 45 minutes past the hour. Checking operation are (l to r, standing): George Prutting, New England record representative, RCA Victor; George Perkins, WHDH program manager; J. F. Rafferty, sales manager, Record Div., Eastern Co. (distributors) and William McGrath, WHDH managing director. At turntable is Dan Leary, member of station staff.

OVERSEAS JUNKET FOR NEWSMEN

To Include Approximately 25 Broadcasters

PLANS now are complete for an overseas flying trip which will take some 50 newsmen, including about 25 broadcasters, to approximately 11 countries of Europe and the Near East.

Trip is being organized by James L. Wick, newspaper publisher with offices in New York, who explained that every time he has returned from abroad, he has had newsmen say to him, "Let me know next time, so that I can go along."



Mr. Embry

Entire journey will be made via Pan American World Airways. The group will gather in Washington Feb. 28 for a briefing by the State Dept. and reportedly a chat with President Truman.

Mr. Wick will be host at a party in New York Feb. 29. On March 1, the newsmen will take off for Frankfurt, Germany.

Itinerary includes Berlin, Vienna, Belgrade, Athens, Istanbul, Ankara, Tel Aviv, Jerusalem, Teheran, Rome, Paris and London. The group is slated to return about April 1, although members of the party can make private arrangements to remain abroad longer.

Interviews already have been arranged with Marshall Tito, Mossadegh, Adenauer, Anthony Eden, John McCloy, Pope Pius XII, Gen. Dwight D. Eisenhower, U. S. ambassadors, ECA officials and other dignitaries.

For expenses other than meals, the cost per person is reportedly $1,500-$1,600.

Among the broadcasters to be aboard is R. C. (Jake) Embry, v[ice] president of WITH Baltimore. [Mr.] Embry will send daily tape-record[ed] reports and interviews to WI[TH] for use in the station's overall ne[ws] coverage.

Mr. Embry said Mrs. Embry w[ill] accompanying him on the trip a[nd] that she will tape-record t[he] "women's angle" for use o[n] WITH. He added that he and h[is] wife plan to remain in Europe a little longer than April 1 and te[n]tatively plan to visit Switzerla[nd].

Among other broadcasters maki[ng] the trip will be Mr. & Mrs. Frederi[ck] L. Allman, WSVA Harrisonburg, Va.; Sheldon Anderson, KCOK Tula[re] Calif.; Hugh Boyd, WDHN N[ew] Brunswick, N. J.; John F. Corcor[an], WFIL Philadelphia; Tim Elli[ott], WCUE Akron; Mr. & Mrs. John [C.] Fetzer, WKZO-AM-TV Kalamaz[oo], Mich.; James E. Graham, WW[VA] Tifton, Ga.; Rebecca F. Gro[ver], WBPZ Lock Haven, Pa.; Mrs. Elo[ise] H. Hanna, WBRC-TV Birmingha[m]; Mrs. Jerene A. Harnish, KOCS [Inc.], tario, Calif.; Fred Hartman, KR[BC] Baytown, Tex., Mrs. Alice C. Hoil[es], Mrs. Arthur Hoiles, WFAH Allian[ce], Ohio; David W. Howe, WJOY B[ur]lington, Vt.; Mr. & Mrs. Elmer [C.] Hubbell, WGNX Middletown, Con[n.]; Paul A. Jenkins, KXO El Cent[ro], Calif.; William H. Kreuger, KD[AL] Duluth; Mr. & Mrs. Richard Fi[sh], Lewis Jr., WINC Winchester, V[a.]; Harold McWhorter, WHAW West[on], W. Va.; Jack Neil, KTRM Beaum[ont], Tex.; Roy Palmateer, KCOG C[en]terville, Ia.; Mr. & Mrs. John R. P[ep]per, WDIA Memphis; Mr. & Mrs. D[a]iel H. Ridder, WTCN-AM-TV Min[ne]apolis; Mr. & Mrs. V. J. Ste[ed], WVJS Owensboro, Ky.; Ronald [C.] Woodyard, WONE Dayton, Ohio.

KLRA Little Rock, Ark., to focus [at]tention on dangers of highway a[c]dents, interrupts programs to re[p]traffic fatalities in the state.

KING'S DEATH

Radio, TV Flash News to U. S.

EIGHT MINUTES after the death of King George VI of England was reported at Sandringham Castle (5:45 a.m. EST), the news was bulletined throughout the United States by radio, with WCBS New York reporting the first clocked announcement at 5:53 a.m. Wednesday. Television audiences saw and heard the first reports on NBC-TV's *Today* at 7 a.m.

Broadcast pickup of the unexpected death was immediate, with all major networks as well as stations giving spot announcements at the start of their broadcast days and interrupting programs to add details as they became available. By evening, American audiences were hearing special programs dedicated to the King and the royal family and describing the traditions of the British monarchy.

The next day, all major networks were carrying Winston Churchill's eulogy to the King at 4 p.m. EST, with recordings and rebroadcasts scheduled throughout the evening by local outlets.

NBC radio first broadcast the news at 6:10 a.m. with Romney Wheeler speaking from London, plus a man-in-the-street reaction direct from the British capital on the 8 a.m. *World News Roundup*. The network followed with an obituary at 1 p.m. with Leon Pearson narrating the special program composed of the King's speeches and taped private interviews.

Pickups from Buckingham Palace; Paris—where Mrs. Roosevelt mourned the monarch — Ottawa, Tokyo, Korea and back to New York, were carried by NBC radio on Morgan Beatty's two evening programs. A 25-minute eulogy, *Memorial to the King* was broadcast at 10:35 p.m.

After breaking the news at 5:53 a.m., CBS Radio followed with special bulletins throughout the next two hours, with reports directly from London—including a record of the original BBC announcement—on the 8 a.m. *World News Roundup* and the 9 a.m. *CBS Radio News of America*. By 4 p.m., CBS Radio correspondents in capitals around the world were giving global reaction to the King's death in a special 15-minute broadcast.

ABC radio listed its first bulletin at "approximately" 5:54 a.m. but had London Correspondent Frederick Opper in front of the mike for a 7:45 a.m. report from the scene, followed by excerpts of BBC descriptions of the crowds at Buckingham Palace, the birthday speech of then-Princess Elizabeth and a recorded statement from Secretary of State Dean Acheson. A special dramatization of the King's life, *The People's King*, was prepared in time for a half-hour broadcast at 10:30 p.m. Wednesday evening. Another special event *Royal Occasion*, an hour-long documentary on Elizabeth II, was scheduled the following evening.

Mutual's Norman Michie shortwaved stories of British and international developments, resulting from the King's death, starting at 9 a.m. and continuing throughout the day, with special attention given to Queen Elizabeth II's return Thursday morning. A kaleidoscopic radio-picture of the King's life was aired early Wednesday evening via MBS.

Voice of America, currently scheduling 50 hours a day in 46 languages, transmitted the initial news, then commentaries and finally press quotes in every tongue, shifting into the story immediate as part of VOA's around-the-clock activity. In English, Raymond Swing, one-time U. S. interpreter for the BBC, gave a combined Anglo-American report.

Local Stations Air News

Local stations, without the advantage of their own overseas correspondents, emphasized straight news reports

Although slower in initial delivery, television networks were alert to the event, gathering special films of the late King's reign, news stills of his last public appearance and pictures of Elizabeth II to provide visual as well as audio reports.

Video beat was achieved by the early morning *Today* on NBC-TV with Romney Wheeler reporting from London a few minutes after M.C. Dave Garroway made first announcement of the news at 7 a.m. Coverage included telecasts from New York and Washington, remotes from Paris and London and special films, arranged in an hour's time.

Other films from BBC were shown on NBC-TV at 11:45 a.m., including last pictures of the King before his death. Two special video obituaries, produced by Francis C. McCall, director of news and special events, were on the air at 6 and 11:15 p.m. the same day.

CBS-TV telecast a special biography of the late monarch from 10-10:15 a.m. and the Douglas Edwards program at 7:30 p.m. featured pictures of Queen Elizabeth II in Kenya, background shots of the King's life and rule and Dean Acheson's statement of American regrets. Coverage was given greater detail on WCBS-TV New York.

WJZ-TV, ABC's key TV outlet in New York, carried a full report of the death with still pictures and commentary at 10:30 a.m. Station arranged for steady coverage from UP-Fox Movietone News, ABC news bureaus around the world, graphic arts aids and still pictures on the John Daly news show at 7 p.m.

Announcing the King's passing as soon as the broadcast day started at 10:15 a.m., the DuMont network gave another four minutes to details during its 12:15 p.m. news roundup. Special documentary. *Heir to the Throne*, was prepared for showing that evening, when Lady Crossfield, close friend of the royal family, was interviewed by Julanne Caffrey of DuMont's *Women's Club*.

WPIX (TV), *Daily News* TV station in New York, carried 90 seconds on the news at its 11:42 a.m. sign-on with 10 minutes of details on the 12:20 p.m. *Matinee Newsreel*. Roundups of further developments were carried for five minutes at 3 and 4 p.m., plus other coverage on regular news shows.

Canadian stations cancelled all commercial programs the day King George VI died and plan to cancel all sponsored shows the day of his funeral, now set for Feb. 18. This policy applies to individual stations as well as the networks. Stations aired special musical programs, news commentaries and reviews of the King's life. Pickups of various BBC and U. S. network programs also were aired.

WFDR (FM) QUITS

Cites High Operating Cost

WFDR (FM) New York will cease operations Friday (Feb. 15) because of "operating costs so high that we can't go on," Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union and president of WFDR Broadcasting Corp., said last week.

Although ending its broadcasts under ILGWU ownership, WFDR has not surrendered its license but has asked the FCC for permission to suspend operations pending the exploration of several sales possibilities, a station official said. Report that WLIB New York might purchase WFDR for operations as an FM associate was denied by Harry Novik, general manager of WLIB, who said that he had discussed the idea with Mr. Umhey but they had been unable to agree in terms of purchase.

WFDR's operating deficit had been running at the rate of $10,500 a month up to the end of last year, but had been cut to $7,300 a month with the beginning of 1952. On Feb. 1 the union notified station employes that their employment would terminate Feb. 15, coincident with the closing of the station.

When WFDR began broadcasting in May 1949 (its official inaugural was June 16 that year) it was the third of a projected national series of FM stations planned by ILGWU, which the previous year had opened WVUN (FM) Chattanooga and KFMV (FM) Los Angeles, WVUN left the air in April 1951 and in September, KFMV, which had radically curtailed operations in July, was sold by the union to Harry Zaizilish.

With the suspension of WFDR, only one union FM station remains on the air, WDET (FM) Detroit, owned by the United Auto Workers (CIO). The second UAW-CIO station, WCUO (FM) Cleveland, ceased operations last summer.

During 1951, 66 FM stations ceased operations. So far this year, two FM stations gave up.

TRANSITCASTING

Arguments Set March 3

ARGUMENTS on the constitutionality of transitcasting will be heard by the Supreme Court March 3, it was announced last week. At stake will be the 18 operations by FM stations associated with Transit Radio Inc. in as many cities.

The case before the Supreme Court involves WWDC-FM Washington, Capital Transit Co., Washington, and the District of Columbia Public Utilities Commission. Last June the U. S. Court of Appeals held that commercial transitcasts were illegal in that they deprived objecting passengers of Capital Transit vehicles of liberty without due process [B•T, June 18, 11, 1951].

HOLLYWOOD PROBE

Pomerance Declines Answer

HOUSE Un-American Activities Committee skirted the broadcasting business last week in its current probe of alleged communist activity in Hollywood.

Mr. William Pomerance, identified as a former executive of the Hollywood Screen Writers Guild, refused to say whether he ever has been a member of the Communist Party in his appearance before the committee last week. Mr. Pomerence said he now sells television commercials in New York City.

WJLB Spots

WJLB, Detroit independent, aired the following promotion announcement between all its foreign, Negro and English hours eight times a day through Feb. 9: "Again radio and WJLB scores with news of the death of King George VI, hours ahead of any newspaper."

Duncan to MBS

WALTER DUNCAN, in radio sales for more than 25 years, has been named an account executive with Mutual Broadcasting System, Sales Vice President Adolf H. Hult announced last week. Mr. Duncan's career in radio, starting in 1926, includes eight years as an account executive with the NBC network sales department; 10 years with WNEW New York, where he rose from sales executive to vice president in charge of sales and was credited with helping in the development of the station's block programming formula. Leaving WNEW in 1948, he became radio consultant for WSNY Schenectady, then returned to New York in 1950 as sales manager of WPIX (TV), which he left last year to become assistant to the president of Paul H. Raymer Co., station representation firm.

at deadline

NPA Color Parley

(Continued from page 5)

manufacturers. NPA made no commitment that it will revoke ban, which stirred protests of theatre color TV interests and others.

Predominant view of industry representatives was that regulation should be retained to prevent diversion of skilled technicians. A few manufacturers held out for revocation on grounds no substantial amount of materials or manpower would be saved. Others suggested middle course—amending order to limit prohibition to home color receiver production only. This would open way for theatre and other applications.

Gen. Sarnoff's 10-page statement listed CBS "promises" for its color TV service and equipment and then described performance this way:

CBS did put its color sets on the market. But instead of offering them for about $300, CBS offered color sets with a 10-inch picture tube to the public at a price of more than $600 for the set including installation, warranty and taxes. In a television set market in which prices were dropping rapidly and in which CBS cut prices of its own black and white sets by 20%, CBS more than doubled the price of its mechanical color television sets.

As for adapters which the CBS promised, it never put any of them on the market, at any price.

Instead of converters selling at $110 to $150 as it promised the FCC, CBS announced in July of 1951 that it intended to put slave converters on the market which would sell for about $250. These converters, likewise never reached the market. . . .

CBS committed itself to the FCC and to the public on the number of hours weekly it would broadcast its incompatible color programs. President Stanton of CBS promised that within a matter of days after its system was adopted exclusively CBS would begin color broadcasts from New York and that such broadcasts would immediately be available for networking.

Mr. Stanton also promised that, as a minimum, within three months after the FCC permission, CBS would expand its network color broadcasting schedule to at least 20 hours a week and that these 20 hours would include half-an-hour a day, five days a week between the choice broadcasting hours of 6:00 and 8 p.m.

How do these promises compare with the performance? CBS never broadcast even half of its promised regular schedule of 20 hours of color a week by Sept. 25, the end of the three month period.

What little color CBS did broadcast was confined almost entirely to New York City and, in so far as I know, CBS never did broadcast any schedule of color programs during the choice hours from 6 to 8 p.m.

Partial text Dr. Stanton's rebuttal to Gen. Sarnoff's statement follows:

Everybody knows that CBS has been the leader in the long and difficult struggle to bring color television to the public, despite the persistent opposition of Mr. Sarnoff. The contributions which CBS has made to the advancement of color cannot be obscured by unprincipled attacks. . . .

. . . RCA has been promising various compatible color systems for six years. In fact, the date has long since passed which RCA has promised as the time when its system would be ready and perfected.

If Mr. Sarnoff really believes that the RCA color system is now ready to be adopted, he well knows that the FCC, and not the NPA, is the place to go. He himself has repeatedly pointed out that the FCC has left the door open for reconsideration of his system. In the interest of the public, manufacturers, and broadcasters, let him once and for all put an end to the doubts and confusion which he has engendered. If he, or anyone else thinks that new color television standards should be adopted—and if he believes in his case—let him take these issues before the FCC where they can be resolved by testimony under oath and by actual demonstration of performance. . . .

Dr. Stanton, in his first statement, told NPA earlier his understanding of October agreement was that "provided a manufacturer did not require additional allocations to make color receivers, he was free to make (them)."

While order effectively carries out agreement to suspend mass color TV production, "it is nevertheless improper because it goes beyond the conservation of materials," Dr. Stanton said, adding that no more materials are saved by order than through refusal of NPA to issue greater allocations.

Dr. Stanton also questioned application to non-home color TV receivers, and said clarification is needed governing non-broadcast use and for question of "facilitating future reception of color."

Sen. Johnson, who attended as observer, said he was satisfied with meeting but would not comment on outcome. He said "every conceivable viewpoint" was thrashed out, and hailed meeting as "significant."

Barney Balaban, president of Paramount Pictures Corp., appearing on behalf of Chromatic Television Labs (Paramount subsidiary for Lawrence tube) stated "there is no defensible position" for order, and declared it "penalizes efforts made to advance the electronic art under a system of free competition." Moreover, he added, it "needlessly frustrates progress in TV."

Order regulates end products and bars manufacturers from making set capable of receiving color in addition to black and white even if such a set were to use less material than monochrome, he said. Chromatic Lawrence tube now developed to a point where set having tube can produce monochrome picture and yet not use more materials.

Attorneys at Welch, Mott & Morgan, representing Motion Picture Assn. of America and Theatre Owners of America, said NPA has agreed to call separate conference for theatre interests if results of Friday meeting and ultimate NPA-DPA decision are not "satisfactory." 20th Century-Fox deferred to MPAA and TOA on action involving its proposed Eidophor color theatre TV system, to be manufactured by General Electric. Attorneys said NPA informed them that M-90 does apply to theatre color TV at present.

James B. Carey, IUE (CIO), cautioned against changing order, holding consumer, public and industry interests would not be best served. He said injection of color TV in video picture would bring these results: (1) declines in sales, with public putting off purchase of black and white sets until rival color TV claims are settled; (2) consumption of more materials, with fewer sets from same materials; (3) monochrome TV set prices would decrease further and color TV sets would become more expensive.

EDUCATION SERIES EXTENDED BY SLOAN

ALFRED P. SLOAN foundation has appropriated $140,000 to extend for 39 weeks its adult education series, *American Inventory*, presented in conjunction with NBC-TV at 1:30 p.m., EST, Sundays, Raymond P. Sloan, foundation vice president, said Friday.

Innovation in format will be block booking with two or more telecasts presented successively on single theme to emphasize, among other things, panels with a difference. Schedule calls for 10 programs on economics, 10 on public issues, four on special events, and five each on humanities and social science, science and technology, and public service. First show in new cycle, Feb. 17, will feature *Kukla, Fran and Ollie* in economic story showing value, especially to nation's productivity, of savings.

PEOPLE . .

ROBERT LILIEN, radio-TV depart Procter & Gamble, Cincinnati, understo be joining Whitehall Pharmacal Co. in e tive advertising capacity.

CHARLES H. WOLFE, radio-television director for McCann-Erickson, N. Y., transferred to agency's Los Angeles office will serve in dual capacity there, working for West Coast office and radio-televisio partment of New York bureau. Succes Mr. Wolfe in New York will be R **KOSER**, copy group head and agency vice ident, who will be in charge of all radi commercials, effective immediately.

DESMOND F. MARQUETTE named di of film production at Foote, Cone & Be Chicago, starting March 1. Just returned India where he handled a directorial as ment for the State Dept. **PERRY THO** sales training director at Bell & H Chicago, since 1947, joins FC&B as tech and administrative assistant in broadcast erations.

ROBERT E. HARRIS, editor of former *viser* magazine and director of promotion publicity for TV Workshop in New York, BAB's local promotion department, effe today (Monday), to assist in production publicity and handle writing assignments specific BAB sales-aid publications.

Business Briefly

(Continued from page 5)

availabilities for 13-week spot radio campa in nine west coast markets, starting e March. Lambert & Feasley, N. Y., is age

SHOE FIRM INCREASES ● Friedm Shelby Division of International Shoes, Louis, increasing from 13 to 27 DuMont stations, effective March 1, for *Kids &* Saturdays, 11-11:30 a.m., produced by W & Schuebel, N. Y. D'Arcy Adv., St. Lou agency.

INTRODUCE NEW PRODUCT ● Ve Maid Co., Vineland, N. J., uses radio and to introduce its new product, Chili Mac m macaroni and bean sauce. Campaign be shortly in Chicago and will expand into markets as distribution increases. Agen Schoenfeld, Huber & Green, Chicago.

HOWDY DOODY SOLD ● Bauer & B Chicago, will sponsor the 5:30-5:45 p.m. portion of *Howdy Doody* (Mon.-Fri., 5 6 p.m.) on NBC-TV, effective April 16, thr Leo Burnett Co., Chicago. Three previo reported renewals by *Howdy Doody* spon also announced, Mars, Kellogg Co., and I national Shoe Co.

CANNON BUYS TV ● Cannon Mills, N will sponsor television version of *Give Take* starting March 20, 3:30-4 p.m. on C TV. Advertiser has been underwriting th dio version heard on CBS Radio Saturd 11:30-12 noon for past five years. Youn Rubicam, N. Y., is agency.

HOLMES & EDWARDS BUYS ● Holme Edwards, division of International Silver Meriden, Conn., through Cunningham Walsh, N. Y., placing four-week radio campaign in 120 major radio markets.

BASEBALL RECOMMENDED ● BB New York, agency for Lucky Strike cigare has recommended firm co-sponsor with Schl Brewing, the Brooklyn Dodger home game WOR-TV New York (see story page Another advertiser interested in sponso local baseball broadcasts is Pal Razor Bl N. Y., through Al Paul Lefton Co., same

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It's The

KMBC KFRM

Team and It's

"Wholehearted"

COMPLETE . . . EFFECTIVE . . . CONSISTENT!

The KMBC-KFRM Team is still making broadcast history in the Heart of America. According to the 1951 survey of 2,672 interviews with rural and urban listeners from 141 counties in the area served by The Team, made at the State Fairs in Missouri and Kansas, and the American Royal in Kansas City, KMBC-KFRM personalities and farm program services remain at the top—and by a wide margin.

Year after year, survey after survey turns up the same story—KMBC-KFRM superiority in all categories. The best in radio programming combined with the finest of facilities, has built for The Team a more-than-average share of the radio audience in the Heart of America. It is this loyal audience that insures Team advertisers day in, day out, complete, effective and consistent coverage of the great Kansas City primary trade area. **Now, With KFRM An Affiliate of the CBS Radio Network, Audiences Will Be Greater Than Ever Before—As Will Sales of Team Advertisers' Products!**

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The **KMBC-KFRM** *Team*

CBS FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY